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*** It is now 4/21/08 11:08:00 AM ***

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Thomson File Histories are available from the following *Dialog* databases:

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- Derwent World Patents Index First View (File 331)
- Derwent World Patents Index (File 351)
- Derwent World Patents Index (File 350)
- Ei EnCompassPat (File 353)
- European Patents Fulltext (File 348)
- French Patents (File 371)
- German Patents Fulltext (File 324)
- IMS Patent Focus (File 447, 947)
- INPADOC/Family and Legal Status (File 345)
- JAPIO - Patent Abstracts of Japan (File 347)
- LitAlert (File 670)
- U.S. Patents Fulltext (1971-1975) (File 652)

- U.S. Patents Fulltext (1976-present) (File 654)
- WIPO/PCT Patents Fulltext (File 349)
- TRADEMARKSCAN - U.S. Federal (File 226)

DialogLink 5 Release Notes

New features available in the latest release of DialogLink 5 (August 2006)

- Ability to resize images for easier incorporation into DialogLink Reports
- New settings allow users to be prompted to save Dialog search sessions in the format of their choice (Microsoft Word, RTF, PDF, HTML, or TEXT)
- Ability to set up Dialog Alerts by Chemical Structures and the addition of Index Chemicus as a structure searchable database
- Support for connections to STN Germany and STN Japan services

Show Preferences for details

? Help Off Line

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Connecting to Rob Pond - Dialog - 264751

Connected to Dialog via SMS002001167

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1 of the specified files is not available

[File 15] ABI/Inform(R) 1971-2008/Apr 18

(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 9] Business & Industry(R) Jul/1994-2008/Apr 14

(c) 2008 The Gale Group. All rights reserved.

[File 610] Business Wire 1999-2008/Apr 21

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**File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] Business Wire 1986-1999/Feb 28

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[File 275] Gale Group Computer DB(TM) 1983-2008/Apr 15
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[File 624] McGraw-Hill Publications 1985-2008/Apr 18
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**File 624: Homeland Security & Defense and 9 Platt energy journals added Please see HELP NEWS624 for more*

[File 621] Gale Group New Prod.Annou.(R) 1985-2008/Apr 03
(c) 2008 The Gale Group. All rights reserved.

[File 636] Gale Group Newsletter DB(TM) 1987-2008/Apr 15
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[File 613] PR Newswire 1999-2008/Apr 21
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[File 813] PR Newswire 1987-1999/Apr 30
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[File 16] Gale Group PROMT(R) 1990-2008/Apr 16
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**File 16: Because of updating irregularities, the banner and the update (UD=) may vary.*

[File 160] Gale Group PROMT(R) 1972-1989
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[File 634] San Jose Mercury Jun 1985-2008/Apr 17
(c) 2008 San Jose Mercury News. All rights reserved.

[File 148] Gale Group Trade & Industry DB 1976-2008/Apr 03
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**File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 20] Dialog Global Reporter 1997-2008/Apr 21
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[File 35] Dissertation Abs Online 1861-2008/Nov
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[File 583] Gale Group Globalbase(TM) 1986-2002/Dec 13
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**File 583: This file is no longer updating as of 12-13-2002.*

[File 65] Inside Conferences 1993-2008/Apr 17
(c) 2008 BLDSC all rts. reserv. All rights reserved.

[File 2] INSPEC 1898-2008/Mar W4
(c) 2008 Institution of Electrical Engineers. All rights reserved.

[File 474] New York Times Abs 1969-2008/Apr 21
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[File 475] Wall Street Journal Abs 1973-2008/Apr 21
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[File 99] Wilson Appl. Sci & Tech Abs 1983-2008/Mar
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[File 256] TecInfoSource 82-2008/Oct
(c) 2008 Info.Sources Inc. All rights reserved.

[File 348] EUROPEAN PATENTS 1978-2007/ 200816
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[File 349] PCT FULLTEXT 1979-2008/UB=20080403UT=20080327
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[File 347] JAPIO Dec 1976-2007/Dec(Updated 080328)
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[File 635] Business Dateline(R) 1985-2008/Apr 19
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[File 570] Gale Group MARS(R) 1984-2008/Apr 15
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[File 387] The Denver Post 1994-2008/Apr 17
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[File 471] New York Times Fulltext 1980-2008/Apr 27
(c) 2008 The New York Times. All rights reserved.

[File 492] Arizona Repub/Phoenix Gaz 19862002/Jan 06
(c) 2002 Phoenix Newspapers. All rights reserved.

**File 492: File 492 is closed (no longer updating). Use Newsroom, Files 989 and 990, for current records.*

[File 494] St LouisPost-Dispatch 1988-2008/Apr 20
(c) 2008 St Louis Post-Dispatch. All rights reserved.

[File 631] Boston Globe 1980-2008/Apr 20
(c) 2008 Boston Globe. All rights reserved.

[File 633] Phil.Inquirer 1983-2008/Apr 21
(c) 2008 Philadelphia Newspapers Inc. All rights reserved.

[File 638] Newsday/New York Newsday 1987-2008/Apr 20
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[File 640] San Francisco Chronicle 1988-2008/Apr 18
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[File 641] Rocky Mountain News Jun 1989-2008/Apr 19
(c) 2008 Scripps Howard News. All rights reserved.

[File 702] Miami Herald 1983-2008/Apr 13
(c) 2008 The Miami Herald Publishing Co. All rights reserved.

[File 703] USA Today 1989-2008/Apr 18
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[File 704] (Portland)The Oregonian 1989-2008/Apr 20
(c) 2008 The Oregonian. All rights reserved.

[File 713] Atlanta J/Const. 1989-2008/Apr 20
(c) 2008 Atlanta Newspapers. All rights reserved.

[File 714] (Baltimore) The Sun 1990-2008/Apr 18
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[File 715] Christian Sci.Mon. 1989-2008/Apr 21
(c) 2008 Christian Science Monitor. All rights reserved.

[File 725] (Cleveland)Plain Dealer Aug 1991-2008/Apr 19
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[File 735] St. Petersburg Times 1989- 2008/Apr 19
(c) 2008 St. Petersburg Times. All rights reserved.

[File 477] Irish Times 1999-2008/Apr 21
(c) 2008 Irish Times. All rights reserved.

[File 710] Times/Sun.Times(London) Jun 1988-2008/Apr 20
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[File 711] Independent(London) Sep 1988-2006/Dec 12
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**File 711: Use File 757 for full current day's news of the Independent, as well as full coverage of many additional European news sources.*

[File 756] Daily/Sunday Telegraph 2000-2008/Apr 20
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(c) 2008. All rights reserved.

[File 47] Gale Group Magazine DB(TM) 1959-2008/Apr 10
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	1829	PLANETALL
	0	PLANETALL.COM
	1829	PLANETALL
	31279328	COM
	832	PLANETALL(W)COM
S2	1827	S PLANETALL OR PLANETALL.COM OR PLANETALL(W)COM

? s amazon or amazon.com or amazon(w)com

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	363759	AMAZON
	106	AMAZON.COM
	363759	AMAZON
	31279328	COM
	219614	AMAZON(W)COM
S3	363724	S AMAZON OR AMAZON.COM OR AMAZON(W)COM

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S3	363724	S AMAZON OR AMAZON.COM OR AMAZON(W)COM
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7045340	BOOK
4618452	BOOKS
11898268	PURCHAS???
14343239	BUY???
7657084	SHOP???
12224045	PRIVATE
8818075	PERSONAL
11913722	REVIEW???
3550744	RECOMMEND???
1049043	RECOMMENDATION
1703139	RECOMMENDATIONS
2397951	SHAR???....

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>>>W: Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Duplicate detection is not supported for File 347.

Records from unsupported files will be retained in the RD set.

S10 25 RD (UNIQUE ITEMS)

? t s10/k/all

10/K/1 (Item 1 from file: 810)

Business Wire

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OnRadio and Amazon.com Tap Into Radio Listeners; Relationship Brings Tremendous Web Revenue Opportunities to Radio Stations

...ElectricVillage), the largest integrated media network for the radio industry, today announced an agreement with Amazon.com, Inc.

(Nasdaq:AMZN) that will enable the leading online retailer to sell music through OnRadio...

...CD sales not only over the counter but also on the Web," said Greg Hart, Amazon.com's Music Marketing Mgr. "Working with OnRadio is logical for us because of the many stations and wide range of formats in its network."

The Deal

Under the agreement, Amazon.com will have exclusive rights to sponsor the playlists on the radio stations' sites, and to...

...the stations play. Listeners will have a direct link to the CDs they want to purchase, and stations will share in the revenue from those sales.

"Radio stations will now be able to capitalize on...

...love," said Ricardo Ramirez, president and CEO of OnRadio. "We're particularly pleased to welcome Amazon.com as an e-commerce ally because of the company's powerful brand and tradition of...

...can be found on the Web at www.OnRadio.com (or www.electricvillage.com).

About Amazon.com, Inc.

Amazon.com, Inc., Earth's biggest book and music store (Nasdaq:AMZN), opened its virtual doors on...

...July

1995 with a mission to offer products that educate, inform, and inspire. Today, the Amazon.com store offers more than three million books, CDs, audiobooks, DVDs, computer games, and other titles...

...credit card payment, personalized recommendations, streamlined ordering through 1-Click(SM) technology, and direct shipping.

Amazon.com operates international bookstore Web sites in the United Kingdom and in Germany. Amazon.com also operates PlanetAll (www.planetall.com), a Web-based address book, calendar, and reminder service, and the Internet Movie Database (www...

...This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com

's limited operating history, the unpredictability of its future revenues, and risks associated with capacity...

...management of growth, and new business opportunities. More information about factors that potentially could affect Amazon.com

's financial results is included in the company's filings with the Securities and Exchange...

...report on Form 10-Q for the quarter ended June 30, 1998.

Note to Editors: Amazon.com and 1-Click are either registered trademarks or trademarks of Amazon.com, Inc. All other names mentioned herein may be trademarks of their respective owners. OnRadio, the...

10/K/2 (Item 2 from file: 810)

Business Wire

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...an average cost of \$0.67 per share. Recently, CMG@Ventures announced the sales of PlanetAll to Amazon.com and Reel.com to Hollywood Entertainment.

Commenting on the Company's performance, CEO David Wetherell...

...a short period of time, with

the public offering of GeoCities, and the sales of PlanetAll to Amazon.com and Reel.com to Hollywood Entertainment adding to the overall returns of CMG@Ventures I...

...net operating performances of Lycos, GeoCities, Parable, Silknet, Reel.com, Speech Machines, Mother Nature, and PlanetAll is reflected in equity in losses of affiliates during the fourth quarter of fiscal 1998...II announced it had signed a merger agreement to sell its 25 percent stake in PlanetAll, the Web-based contact management service, to Amazon.com, Inc., (NASDAQ:AMZN). This CMG @Ventures II sale will be made in conjunction with Amazon.com's purchase of 100 percent of PlanetAll in exchange for 800,000 shares of Amazon.com stock plus assumption of all outstanding options. Beginning with its first investment in June of 1997, CMG @Ventures II has invested a total of \$4.5 million in PlanetAll, and will receive 225,000 shares of Amazon.com stock pursuant to this transaction.

On July 30, 1998, Hollywood Entertainment, Corp. (NASDAQ:HLYW), d...

...com into stock in Hollywood Entertainment. Concurrent with the sale of Reel.com, CMG will purchase additional shares of Hollywood Entertainment stock, making CMG one of the largest shareholders in Hollywood Entertainment. Lycos...

10/K/3 (Item 3 from file: 810)

Business Wire

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...service that builds bridges between real and virtual communities by enabling users to create and share their personal views of the Web. By virtue of Precision Profiling-enabled ad targeting, the company is... has also signed a binding letter of agreement to sell its 25 percent stake in PlanetAll to Amazon .com, Inc. CMG also includes CMG Direct, SalesLink, InSolutions and On-Demand Solutions as wholly owned...

10/K/4 (Item 4 from file: 810)

Business Wire

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...net operating performances of Lycos, GeoCities, Ikonic, Parable, Silknet, Reel.com, Speech Machines, Chemdex, and PlanetAll is reflected in equity in losses of affiliates during the second quarter of fiscal 1998...

...accounting and valuation for the Company's total \$3.3 million investments in Chemdex and PlanetAll may result in a significant portion of the purchase price being identified as in-process...reductions during the quarter. Investment and Development Segment Highlights

On December 19, 1997, Intel Corp. purchased 503,000 shares of CMG common stock with gross proceeds of \$10.9 million, representing 4.9% of...

...from the GeoCities registration or profile pages. In December 1997, GeoCities announced an agreement naming Amazon.com the exclusive bookseller on GeoCities. In addition, GeoCities will incorporate Amazon.com throughout its 39 themed communities, offering GeoCities members and visitors new book features and services...2, 1998, THE PASSWORD announced it has completed innovative e-commerce deals with online retailers Amazon.com Inc., Reel.com and Virtual Vineyards. Under these arrangements, specialty-built filters in Password magazines...

10/K/5 (Item 1 from file: 275)

Gale Group Computer DB(TM)

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***Amazon.com Beats Street Estimates, But Losses Grow 10/28/98.

Text:

SEATTLE, WASHINGTON, U.S.A., 1998 OCT 28 (NB) -- By Bob Woods, Newsbytes. While Amazon.com Inc.'s (NASDAQ:AMZN) third-quarter loss beat analysts' expectations by \$0.08 per share, the online book and music retailer's losses grew year over year. The firm's marketing costs increased...

Amazon.com's loss, excluding costs from acquisitions,

totalled \$24.7 million or \$0.49 per share. First Call's consensus of analysts' estimates had pegged Amazon.com's loss at \$0.57 per share for the quarter. In the year-ago period, Amazon.com lost \$9.6 million or \$0.21 per share.

Including acquisition costs, Amazon.com lost \$45.2 million or \$0.90 per share during the third quarter. Amazon.com acquired PlanetAll and Junglee during the quarter.

The company's sales tripled to \$153.7 million from...

...while the \$11.5 million paid out last year represented 56 percent of total expenses.

Amazon.com officials have said in the past they expect to stay in the red for now. In a Securities and Exchange (SEC) filing earlier this year, Amazon.com said it expects to report "substantial operating losses for the foreseeable future," because of the ...

...intensely competitive" online market (Newsbytes, Mar. 31, 1998).

Not only will the losses be substantial, Amazon.com said its losses could significantly increase in the future. Amazon.com did not reveal in its filing the expected size of the losses or when it thinks its bottom line will be recorded in black numbers.

Amazon.com faces competition in the Internet bookseller arena mainly from Barnes & Noble's Barnesandnoble.com, which...

...giant Bertelsmann AG to form an online bookselling joint venture (Newsbytes, Oct. 7, 1998). And Amazon.com's claim that it is number one in online music sales will be challenged by...

...Boulevard and CDnow, especially with the proposed \$101 million merger between those two music sellers.

Amazon.com also said it added more than 1.2 million new customer accounts during the third...

...million as of Sept. 30, 1998. At the end of the year-ago third quarter, Amazon.com had 940,000 customer accounts. Repeat customer orders represented more than 64 percent of orders placed during this year's third quarter.

Amazon.com announced its numbers after Wednesday's stock market close, Newsbytes notes. Ahead of the announcement, Amazon.com unofficially closed up \$0.75 or 0.64 percent to \$117.063.

Reported By Newsbytes...

Company Names:
Amazon.com Inc.

19981028

10/K/6 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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...an average cost of \$0.67 per share. Recently, CMG@Ventures announced the sales of PlanetAll to Amazon.com and Reel.com to Hollywood Entertainment.

Commenting on the Company's performance, CEO David Wetherell...

...a short period of time, with the public offering of GeoCities, and the sales of PlanetAll to Amazon.com and Reel.com to Hollywood Entertainment adding to the overall returns of CMG@Ventures I...

...net operating performances of Lycos, GeoCities, Parable, Silknet, Reel.com, Speech Machines, Mother Nature, and PlanetAll is reflected in equity in losses of affiliates during the fourth quarter of fiscal 1998 ...II announced it had signed a merger agreement to sell its 25 percent stake in PlanetAll, the Web-based contact management service, to Amazon.com, Inc., (NASDAQ:AMZN). This CMG @Ventures II sale will be made in conjunction with Amazon.com's purchase of 100 percent of PlanetAll in exchange for 800,000 shares of Amazon .com stock plus assumption of all outstanding options. Beginning with its first investment in June of 1997, CMG @Ventures II has invested a total of \$4.5 million in PlanetAll, and will receive 225,000 shares of Amazon.com stock pursuant to this transaction.

On July 30, 1998, Hollywood Entertainment, Corp. (NASDAQ:HLYW), d... ..com into stock in Hollywood Entertainment. Concurrent with the sale of Reel.com, CMG will purchase additional shares of Hollywood Entertainment stock, making CMG one of the largest shareholders in Hollywood Entertainment.
Lycos...

19980924

10/K/7 (Item 1 from file: 636)

Gale Group Newsletter DB(TM)

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(USE FORMAT 7 FOR FULLTEXT)

****Amazon.com Stock Rises On Quarter Numbers, Upgrades 10/29/98.

Text:

...YORK CITY, NEW YORK, U.S.A., 1998 OCT 29 (NB) -- By Bob Woods,

Newsbytes. Shares of Internet book - and now music - seller Amazon.com Inc. [NASDAQ:AMZN] rose by as much as 5.4 percent in late morning trading...

Amazon.com was up \$6.063 or 5.2 percent to \$123.125 as of 11:25...

...a few minutes earlier.

NationsBanc Montgomery Securities and BT Alex. Brown raised their ratings of Amazon.com to buy and strong buy, respectively. And Donaldson Lufkin & Jenrette reiterated its buy rating on Amazon.

After Wednesday's closing bell, Amazon.com reported a loss of \$24.7 million or \$0.49 per share before acquisition costs...

...s consensus of analysts' estimates of \$0.57 per share. In the year- ago period, Amazon.com lost \$9.6 million or \$0.21 per share.

Including acquisition costs, Amazon.com lost \$45.2 million or \$0.90 per share during the third quarter. Amazon.com acquired PlanetAll and Jungle during the quarter.

The company's sales tripled to \$153.7 million from...

...million paid out last year represented 56 percent of total expenses. And year over year, Amazon.com's marketing and sales expenses increased by more than 225 percent.

Amazon.com officials have said in the past they expect to stay in the red for now. In a Securities and Exchange (SEC) filing earlier this year, Amazon.com said it expects to report "substantial operating losses for the foreseeable future," because of the ...

...intensely competitive" online market (Newsbytes, Mar. 31, 1998).

Not only will the losses be substantial, Amazon.com said its losses could significantly increase in the future. Amazon.com did not reveal in its filing the expected size of the losses or when it thinks its bottom line will be recorded in black numbers.

Amazon.com faces competition in the Internet bookseller arena mainly from Barnes & Noble's Barnesandnoble.com, which...

...giant Bertelsmann AG to form an online bookselling joint venture (Newsbytes, Oct. 7, 1998). And Amazon.com's claim that it is number one in online music sales will be challenged by...

...especially with the proposed \$101 million merger between those two music sellers.

In music sales, Amazon.com said it sold \$14.4 million worth of music CDs in the third quarter. The...

...it expanded its online music sales department last month to include classical and opera CDs.

Amazon.com also said it added more than 1.2 million new customer accounts during the third...

...million as of Sept. 30, 1998. At the end of the year-ago third quarter, Amazon.com had 940,000 customer accounts. Repeat customer orders represented more than 64 percent of orders placed during this year's third quarter.

Amazon.com's Web site is at <http://www.amazon.com>.

Reported By Newsbytes News Network, <http://www.newsbytes.com>.
(19981029/WIRES ONLINE, BUSINESS/AMAZON/PHOTO)

Company Names:

*Amazon.com Inc.

19981029

10/K/8 (Item 2 from file: 636)

Gale Group Newsletter DB(TM)

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(USE FORMAT 7 FOR FULLTEXT)

Text:

...guestbook service provider GuestWorld, which provides 2-way communication between Web sites and their visitors. - Amazon.com [AMZN] put up \$280mln in stock to acquire PlanetAll (800K issued shares), a Web-based address book, calendar and reminder service; and Junglee Corp (1.6mln issued shares), a provider of Web...

19980805

10/K/9 (Item 1 from file: 813)

PR Newswire

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...Talk City site. The Password's personal publishing toolset, which allows users to build and share 'passWorlds,' their personal view of the Web, will be made available to Talk City users, who will be...

...has also signed a binding letter of agreement to sell its 25 percent stake in PlanetAll to Amazon.com, Inc. CMG also includes CMG Direct, SalesLink, InSolutions and On-Demand Solutions as

wholly owned...

10/K/10 (Item 1 from file: 16)

Gale Group PROMT(R)

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Amazon.com grace: Deal made at St. Peter's gate.

Abstract:

PlanetAll Inc. of Cambridge, MA, is being sold to top online book retailer Amazon.com for stock shares in Amazon.com worth \$87.9 million since PlanetAll technology can be used to produce a community of regular customers. The PlanetAll Web site permits Internet visitors to establish their own online community. Amazon.com chief executive Jeff Bezos stressed that Amazon.com would like to become the most vital retail site on the Internet. In addition, Amazon.com plans to buy software developer Junglee Corp. of Junglee, CA, with stock worth \$176 million...

Company Names:

*PlanetAll Inc.; Amazon.com Inc.

19980805

10/K/11 (Item 2 from file: 16)

Gale Group PROMT(R)

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Amazon acquires 2 Internet services.

Abstract:

Amazon.com of Seattle, WA, an online book and CD seller, announced the acquisition of two Internet services, PlanetAll and Junglee, for a combined \$280 million in stock. PlanetAll of Cambridge, MA, is a free organization that provides reminder service as well as address...

...Sunnyvale, CA, develops programs and databases that help online customers in shopping in the Internet. Amazon.com will issue about 800,000 shares to purchase PlanetAll and 1.6 million shares for Junglee.

Company Names:

*Junglee; PlanetAll; Amazon.com Inc.

19980804

10/K/12 (Item 1 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Amazon.com Stock Rises On Quarter Numbers, Upgrades

NEW YORK CITY, NEW YORK, U.S.A., 1998 OCT 29 (NB)Shares of Internet book - and now music - seller Amazon.com Inc. rose by as much as 5.4 percent in late morning trading Thursday, a...

...three brokerage houses either reiterated or raised their ratings on the online retailer Thursday morning.

Amazon.com was up \$6.063 or 5.2 percent to \$123.125 as of 11:25...

NationsBanc Montgomery Securities and BT Alex. Brown raised their ratings of Amazon.com to buy and strong buy, respectively. And Donaldson Lufkin & Jenrette reiterated its buy rating on Amazon.

After Wednesday's closing bell, Amazon.com reported a loss of \$24.7 million or \$0.49 per share before acquisition costs...

...s consensus of analysts' estimates of \$0.57 per share. In the year- ago period, Amazon.com lost \$9.6 million or \$0.21 per share.

Including acquisition costs, Amazon.com lost \$45.2 million or \$0.90 per share during the third quarter. Amazon.com acquired PlanetAll and Junglee during the quarter.

The company's sales tripled to \$153.7 million the...

...million paid out last year represented 56 percent of total expenses. And year over year, Amazon.com's marketing and sales expenses increased by more than 225 percent.

Amazon.com officials have said in the past they expect to stay in the red for now. In a Securities and Exchange (SEC) filing earlier this year, Amazon.com said it expects to report "substantial operating losses for the foreseeable future," because of the ...

...intensely competitive" online market (Newsbytes, Mar. 31, 1998).

Not only will the losses be substantial, Amazon.com said its losses could significantly increase in the future. Amazon.

com did not reveal in its filing the expected size of the losses or when it thinks its bottom line will be recorded in black numbers.

Amazon.com faces competition in the Internet bookseller arena mainly giant Bertelsmann AG to form an online bookselling joint venture (Newsbytes, Oct. 7, 1998). And Amazon.com's claim that it is number one in online music sales will be challenged by...

...especially with the proposed \$101 million merger between those two music sellers.

In music sales, Amazon.com said it sold \$14.4 million worth of music CDs in the third quarter. The...

...it expanded its online music sales department last month to include classical and opera CDs.

Amazon.com also said it added more than 1.2 million new customer accounts during the third...

...million as of Sept. 30, 1998. At the end of the year-ago third quarter, Amazon.com had 940,000 customer accounts. Repeat customer orders represented more than 64 percent of orders placed during this year's third quarter.

Amazon.com's Web site is at <http://www.amazon.com>.

Reported By Newsbytes News Network, <http://www.newsbytes.com>.
(19981029/WIRES ONLINE, BUSINESS/AMAZON/PHOTO)

Company Names:
Amazon.com Inc

19981029

10/K/13 (Item 2 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

News of 306 Percent Gain in Sales Pushes Up Stock of Amazon.com

Knight Ridder/Tribune Business News

Oct. 29--Swelling marketing costs pushed Amazon.com deeper into the red during the third quarter, but sales continued to soar -- better-than-expected results that pushed the stock of the Seattle-based online retailer of books and music up sharply today.

In midday trading, Amazon.com shares were up \$7.438, or 6.4 percent, to \$124.50.

The company posted...

...Brown of Volpe Brown Whelan & Co., who expected quarterly sales of \$128 million.

In addition, Amazon.com is now billing itself as the new No. 1 online music retailer after posting \$14...

...music sales during the third quarter, the company's first full quarter of music sales. Amazon.com launched its music store in June.

That distinction may be short-lived, however, if last...

...13.9 million in third-quarter sales, while N2K posted sales of \$10.5 million.

Amazon.com's quarterly marketing expenses vaulted to \$37.5 million, more than three times the \$11.5million spent by the company a year ago. Amazon.com bolstered its advertising efforts in the wake of increased online competition from Barnes & Noble.

"It makes sense (for Amazon.com) to spend a gazillion to acquire customers" because that will drive sales, said Dain Rauscher Wessels analyst Mitchell Bartlett.

Jeff Bezos, Amazon.com founder and chief executive officer, said, "Though pleased with these results, we know our growth initiatives will continue to require aggressive investment."

Amazon.com signed up 1.2 million customers during the third quarter, bringing its cumulative total to...

...accounts in September 1997.

The quarterly loss figures excluded the effect of costs tied to Amazon.com's acquisitions of two Internet companies, PlanetAll and Jungle.

Information from Reuters and Bloomberg News is included in this report.

Visit The...

Company Names:
Amazon.com Inc

19981029

10/K/14 (Item 3 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...II announced it had signed a merger agreement to sell its 25 percent

stake in PlanetAll, the Web-based contact management service, to Amazon.com, Inc., (NASDAQ:AMZN). This CMG @Ventures II sale will be made in conjunction with Amazon.com's purchase of 100 percent of PlanetAll in exchange for 800,000 shares of Amazon .com stock plus assumption of all outstanding options. Beginning with its first investment in June of 1997, CMG @Ventures II has invested a total of \$4.5 million in PlanetAll, and will receive 225,000 shares of Amazon.com stock pursuant to this transaction.

On July 30, 1998, Hollywood Entertainment, Corp. (NASDAQ:HLYW), d...

...com into stock in Hollywood Entertainment. Concurrent with the sale of Reel.com, CMG will purchase additional shares of Hollywood Entertainment stock, making CMG one of the largest shareholders in Hollywood Entertainment.

19980924

10/K/15 (Item 4 from file: 20)

Dialog Global Reporter

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19980924

10/K/16 (Item 5 from file: 20)

Dialog Global Reporter

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By issuing 2.4 million new shares, the first book shop on the Internet Amazon.com, was able to buy two Websites which complete its range : PlanetAll (\$87.9 million) and Junglee (\$175.8 million). Amazon.com's share is very much sought after and the group's stock market capitalisation reaches \$5.2 billion. Several analysts justify this value and recommend to buy the share. Morgan Stanley's Mary Meeker believes that the share will perform better than the whole...

Company Names:
Amazon.com Inc

19980807

10/K/17 (Item 6 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Seattle-Based Online Retailer Amazon.com Acquires Two Internet Services

Aug. 4--Amazon.com, aiming to lure a broader audience of online customers, has acquired two Internet companies for...

...The Seattle-based online seller of books and CDs today announced the separate acquisitions of PlanetAll, an Internet address book, calendar and reminder service, and Junglee, which develops databases that help...

Though neither service directly sells its own products to consumers, Amazon.com hopes the acquisitions will draw more potential customers to its Web site.

"It's a way to bring people to Amazon and keep them there," said Ryan Jacob, manager of the Internet Fund, which owns Amazon.com shares.

Amazon stock, which has fluctuated wildly in recent weeks, rose \$2.75 to \$111 today in midday trading.

PlanetAll, based in Cambridge, Mass., is a free organizing service used by 1.5 million subscribers. The service also encourages customers to share updated personal information to keep in contact with friends and business associates.

Jeff Bezos, founder and chief executive of Amazon.com, said PlanetAll is "the most innovative use of the Internet I've seen." Lycos is among the companies holding a stake in PlanetAll.

Junglee, a database-technology company based in Sunnyvale, Calif.,

maintains an online shopping guide with...

...improve online shoppers' ability to comb through the millions of products offered over the Internet.

Amazon.com will issue about 800,000 shares tied to its acquisition of PlanetAll and 1.6 million shares to acquire Junglee, the company said. Both transactions are expected to close within the quarter.

Based on Amazon's closing price of \$108.25 yesterday, the PlanetAll and Junglee deals are worth roughly \$86.6 million and \$173.2 million, respectively.

Information...

Company Names:

Amazon.com Inc

19980804

10/K/18 (Item 1 from file: 583)

Gale Group Globalbase(TM)

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Amazon.com expands with two acquisitions

US: TWO MORE COMPANIES FOR AMAZON.COM

In share deals put at US\$ 280mn, US-based online bookseller Amazon.com is to buy US Internet companies PlanetAll and the virtual database firm Junglee. It anticipates issuing around 800,000 shares to buy PlanetAll which will act as a fully owned subsidiary and 1.6mn more for Junglee. On 04 August 1998 Amazon.com started marketing compact discs online in addition to books.

Company: JUNGLEE; PLANETALL; AMAZONCOM

10/K/19 (Item 1 from file: 635)

Business Dateline(R)

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Amazon To Purchase 2 Net Firms

Publication Date: 980805

Text:

Amazon.com announced two acquisitions yesterday that could help turn the online bookseller into an Internet shopping mall.

Taking advantage of its high-flying stock, Amazon.com said it will issue 2.4 million new shares worth about \$280 million to buy two Internet firms --Sunnyvale-based Junglee and PlanetAll of Cambridge, Mass.

Junglee makes the "virtual database," a software program that lets Internet surfers comparison shop.

PlanetAll provides a Web-based address book, calendar and reminder service to 1.5 million subscribers.

"The long-term vision is a person should be able to come to Amazon.com and find any product they may want to buy," said David Risher, senior vice president...
...and product development at the Seattle-based company.

Wall Street seemed to like the idea. Amazon.com's shares rose \$1.63 to \$109.88 on a day when most technology stocks suffered heavy losses.

"Amazon.com has the ability to become an Internet mall," said Mark Peabody, a research analyst at...

...merchandise, such as the computer hardware and software, clothing and gifts now offered by Junglee, Amazon.com can attract more shoppers -- and more advertisers, said Alexis de Planque, an analyst at the...

...there," said de Planque. With reminders about family birthdays and special events and other services, PlanetAll gives Web surfers

another reason to visit Amazon's site as well as more to do there, she said.

Amazon will issue 1.6 million shares worth about \$173.2 million for Junglee and 800,000 shares valued at about \$86.6 million for PlanetAll. It also will assume the companies' options obligations. The acquisitions will dilute Amazon's outstanding shares by about 6 percent, the company said.

Amazon.com lost \$21 million on sales of \$116 million in the latest quarter, although much of...

...gateways. Junglee aggregates thousands of job listings and products from dozens of merchants, including such Amazon competitors as Barnes and Noble and Borders Books.

Ram Shriram, Junglee president and chief operating officer, said he expected to be able to continue carrying goods offered by Amazon competitors.

When the acquisition is completed, the Sunnyvale company will move to Seattle. All 60 employees have been offered the chance to move, said Shriram.

By joining forces with Amazon, Junglee can extend its reach

further than it would have on its own, he said.

PlanetAll, a privately held 40-person company, will remain in Cambridge.

Company Names:
Amazon-com Inc...

...PlanetAll,

10/K/20 (Item 1 from file: 640)
San Francisco Chronicle
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AMAZON TO PURCHASE 2 NET FIRMS

Text:

Amazon.com announced two acquisitions yesterday that could help turn the online bookseller into an Internet shopping mall.

Taking advantage of its high-flying stock, Amazon.com said it will issue 2.4 million new shares worth about \$280 million to buy two Internet firms -- Sunnyvale-based Junglee and PlanetAll of Cambridge, Mass.

Junglee makes the "virtual database," a software program that lets Internet surfers comparison shop.

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Descriptors:

BUSINESS; MERGERS; BOOKSTORES; ONLINE SERVICES; AMAZON.COM;
JUNGLEE; PLANETALL

980805

10/K/21 (Item 1 from file: 704)
(Portland)The Oregonian
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AMAZON.COM BUYS 2 COMPANIES IN QUEST TO LURE ONLINE CUSTOMERS

Text:

Amazon.com Inc. agreed Tuesday to buy two closely held Internet companies -- PlanetAll and Junglee Corp. -- as the online bookseller uses its high-flying shares to finance its...

Amazon will issue 800,000 shares valued at about \$87.9 million for PlanetAll, a free service that keeps track of people and appointments. It will issue 1.6...

...for Junglee, which aids comparison shopping online. It also will assume the companies' options obligations.

Amazon is taking advantage of the eightfold rise in its shares during the past year to buy companies likely to attract customers to its books, music and other wares. The move puts Amazon in more direct competition with Yahoo! Inc. and others, which are adding shopping and chat rooms as they race to become the Web's top destinations.

``Amazon wants to change from just an online bookseller to an online entertainment hub,'' said Ron Rappaport, an analyst at Zona Research Inc., a market research firm.

Amazon shares gained \$1.625 to \$109.875.

High bid adds Albany, N.Y., stores to...

980805

10/K/22 (Item 1 from file: 714)
(Baltimore) The Sun
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Amazon.com acquiring 2 companies Stock swaps planned for Internet concerns Computers

Text:

SEATTLE -- In an effort to bolster its position as the leading online retailer, Amazon.com Inc. said yesterday that it has agreed to acquire two Internet companies in separate stock...

...to acquire Junglee Corp., a provider of database technology in Sunnyvale, Calif., and 800,000 shares for PlanetAll, a personal information service in Cambridge, Mass., that has 1.5 million subscribers.

Amazon.com stock added \$1.625 to \$109.875 on the Nasdaq stock exchange in a session during which most technology stocks suffered heavy losses.

Amazon.com Chairman Jeffrey P. Bezos said both acquisitions are aimed at improving online shopping for its...

...said. "What we want to be is the leading [electronic] commerce destination."

He said the PlanetAll acquisition will help Amazon.com offer such services as improved gift-giving. PlanetAll offers free e-mail reminders of birthdays and other occasions, which are being combined with suggestions to buy books or music from Amazon.

The Junglee acquisition brings to Amazon a "brilliant" group of people that has developed a database technology that can be used...
...the vast array of products and services offered on the Web, Bezos said.

'Entertainment hub'

Amazon.com is expected to expand beyond its current product offerings of books and music, Bezos said...

...services at a single site.

Together, the two acquisitions will add about 100 employees to Amazon.com's work force of 1,130, with PlanetAll operated as a wholly owned subsidiary in Cambridge.

The move puts Amazon in more direct competition with Yahoo! Inc. and others, which are adding shopping and chat rooms as they race to become the Web's top destinations.

"Amazon wants to change from just an online bookseller to an online entertainment hub," said Ron...
...Research Inc., a market research firm.

The popular services of Planet-All and Junglee give Amazon an edge over rivals such as Barnes & Noble Inc., which has been heavily promoting its...

...pre-emptive moves against Barnes & Noble," said Wheat First Union analyst Miles Russ, who rates Amazon "outperform."

Pub Date: 8/05/98

DATELINE: SEATTLE

980805

10/K/23 (Item 2 from file: 714)
(Baltimore) The Sun
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...to \$42.5625 after AlliedSignal Inc., the world's 12th-largest aerospace company, offered to buy AMP for \$44.50 a share, or \$9.8 billion.

AlliedSignal said it's willing to wage a proxy fight for...

...5625.

The American Stock Exchange's gold index had its biggest advance in a month.

Amazon.com Inc. rose \$1.625 to \$109.875 as the No. 1 online bookseller said it will buy closely held PlanetAll and Junglee Corp. for about \$280 million.

PlanetAll provides a Web-based address book, calendar and reminder service, while Junglee has a Web...

980805

10/K/24 (Item 1 from file: 735)
St. Petersburg Times
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AMAZON TO BUY COMPANIES: Online bookseller Amazon.com Inc. will acquire two Internet companies - PlanetAll of Cambridge, Mass., and Junglee Corp. of Sunnyvale, Calif. - in separate transactions for \$280-million in stock. Amazon will issue 800,000 shares valued at about \$87.9-million for PlanetAll, a free service that keeps track of people and appointments. It will issue 1.6-million shares worth

about \$175.8-million for Junglee, which aids comparison shopping online. Amazon, of Seattle, is taking advantage of the eightfold rise in its shares in the past year to buy companies likely to attract customers to its books, music and other wares.

INTERMEDIA TO RAISE...

980805

10/K/25 (Item 1 from file: 710)

Times/Sun.Times(London)

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...a copy of Wired or Wallpaper. Without the Java infusion, though, the vast online bookstore Amazon.com needs to create a different sort of pull. Last week the company exchanged \$280 million worth of its hyper-inflated shares to buy two hot Internet start-ups - PlanetAll, a website that hosts subscribers'

diaries, their address books and reminders of family birthdays and...

...consumers find the best deal online. Analyst suggests the move is an attempt to turn Amazon, already the single largest retailing merchant on the Net, into a major online shopping portal...

980812

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 S3 363724 S AMAZON OR AMAZON.COM OR AMAZON(W)COM
 S4 0 S PLANETALL? ?COM
 S5 0 S AMAZON? ?COM
 S6 1076 S S1 AND S2 AND S3
 S7 59166047 S PD<19981119
 S8 296 S S7 AND S2 AND S3
 S9 39 S S8 AND ((SHAR??? (5N)(BOOK OR BOOKS OR PURCHAS??? OR BUY??? OR SHOP???? OR PRIVATE OR PERSONAL OR REVIEW??? OR RECOMMEND??? OR RECOMMENDATION OR RECOMMENDATIONS))
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 S11 27 S S8 AND ((SHAR??? (10N)(INFORMATION OR DATA OR PRIVATE OR PERSONAL OR REVIEW??? OR RECOMMEND??? OR RECOMMENDATION OR RECOMMENDATIONS))

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12/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...we didn't need to synchronize copies of the same data. Instead, big computers centralized information in their memory banks, where it could be controlled and managed. For instance, one of the biggest databases in the world is an airline...

...may see everything. And every company has its own policy about how to store and share such data, and its own ways of deciding which is the right policy to adopt.

In the Planetall, a Cambridge, Mass., company recently purchased by Amazon.com, was started to synchronize personal data between people. Its software should make it easier for...

...not static; toward making telecommuting easier; and toward making it far easier for corporations to share data. So the next time your PC starts syncing your data, just think-you are on the leading edge of a revolution in computing.

Author Affiliation...

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12/K/1 (Item 1 from file: 15)

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Text:

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Author Affiliation...

12/K/2 (Item 1 from file: 810)

Business Wire

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...service that builds bridges between real and virtual communities by enabling users to create and share their personal views of the Web. By virtue of Precision Profiling-enabled ad targeting, the company is... has also signed a binding letter of agreement to sell its 25 percent stake in PlanetAll to Amazon.com,

Inc. CMG also includes CMG Direct, SalesLink, InSolutions and On-Demand Solutions as wholly owned...

12/K/3 (Item 1 from file: 624)

McGraw-Hill Publications

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TEXT:

...E-mails, and other files from your PC to the Web. That keeps all the data together and lets users share calendars, files, or spreadsheets with friends or colleagues.

Other handy services are available. Amazon.com Inc. recently bought a service similar to Visto called PlanetAll (www.planetall.com), and Yahoo! offers a simple Web-based calendar. Travelers also can use Atrieve Corp.'s...

12/K/4 (Item 1 from file: 621)

Gale Group New Prod.Annou.(R)

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(USE FORMAT 7 FOR FULLTEXT)

Amazon.com Announces Financial Results for Third Quarter 1998.

Text:

Amazon.com Becomes #1 Online Music Retailer With Sales of \$14.4 Million; First

Quarter to Add More Than 1 Million Customers

SEATTLE, Oct. 28 /PRNewswire/ -- Amazon.com, Inc.

(Nasdaq: AMZN) today announced financial results for the third quarter of 1998. Net sales...

...306 percent over net sales of \$37.9 million for the third quarter of 1997. Amazon.com also became the #1 online music retailer in its first full quarter of music sales.

Amazon.com reported a third quarter pro forma operating loss of \$21.0 million, or 14 percent...

...0.90 per share, and included \$20.5 million of merger- and acquisition-related costs.

Amazon.com announced that cumulative customer accounts increased by over 1.2 million during the third quarter...

...the quarter ended September 30, 1998.

"We are very grateful to our customers for choosing Amazon.com as their online music store so quickly," said Jeff Bezos, Amazon.com founder and chief executive officer. "We work hard to earn the confidence of our customers..."

...growth initiatives will continue to require aggressive investment and entail significant execution challenges."

Recent Highlights

Amazon.com Becomes the #1 Online Music Store, Adds Classical

Third-quarter music sales were \$14.4 million, the first full quarter following the June launch of Amazon.com's music store. Amazon.com exited the quarter as the leading online retailer of music less than four months after...

...launch of its classical-music store.

Adding to the success of its overall music store, Amazon.com opened the classical section of this store in early September. The classical section has added more than 47,000 classical and opera CDs to the existing Amazon.com music store, pushing the store's total number of CDs to more than 225,000 -- 25 times the selection of the average physical music store. Amazon.com also introduced a variety of classical-specific features to help shoppers find and discover exactly...

...and opera CDs, and more than 1,000 narrow-niche classical and opera bestseller lists.

Amazon.com Formally Enters European Book Market

In October Amazon.com formally entered the European market with the launch of new stores in Germany and the United Kingdom. Amazon.de and Amazon.co.uk replaced sites once operated by Telebook in Germany and Bookpages in the U.K. Amazon.com purchased both companies in April. For the first time on a local basis, the stores...

...of popular U.S. titles ready for immediate shipment from the U.K. and Germany.

Amazon.de is headquartered and has a distribution center in Regensburg, Germany, with editorial and marketing...

...publishers, as well as fast and easy access to nearly 500,000 U.S. titles. Amazon.co.uk is headquartered and has a distribution center in Slough, England. The store carries...

...to better serve book buyers, including instant recommendations.

You can find these sites at www.amazon.de and www.amazon.co.uk.

Amazon.com Acquisitions of PlanetAll and Junglee

In August Amazon.com acquired two companies: PlanetAll and Junglee. PlanetAll provides a unique Web-based address book, calendar, and reminder service. Junglee is the leading...

...shoppers find and discover products on the Internet. Together, these acquisitions are intended to speed Amazon.com's enhancement of the e-commerce experience for its customers.

Amazon.com acquired 100 percent of Jungle and PlanetAll in exchange for equity having an aggregate value of approximately \$280 million. The PlanetAll acquisition was accounted for as a pooling-of-interests and, as a result, Amazon.com's financial statements have been restated for all periods presented. The Jungle acquisition was accounted...

...straight-line basis over lives averaging approximately 3 years.

Growing Associate Relationships

In early September Amazon.com augmented its growing list of Associate relationships when it announced one of the most extensive global merchant programs on the Internet, featuring Amazon.com as the premier book merchant throughout many of Yahoo!'s World sites. Amazon.com Associates now number more than 140,000. Web-site operators continue to prefer Amazon.com for the powerful benefits they receive from Amazon.com's leading traffic, content, customer experience, brand, service, and cross-product capabilities.

About Amazon.com, Inc.

Amazon.com, Inc., Earth's biggest book and music store, opened its virtual doors on the World Wide Web in July 1995. Today, the Amazon.com store offers more than 3 million books, CDs, audiobooks, DVDs, computer games, and other titles...

...Click(SM) technology, and direct shipping. In addition to its U.S.-based bookstore, www.amazon.com, Amazon.com operates two European bookstore Web sites: www.amazon.co.uk in the United Kingdom and www.amazon.de in Germany. Amazon.com also operates PlanetAll (www.planetall.com), a Web-based address book, calendar, and reminder service, and the Internet Movie Database (www...)

...This announcement contains forward-looking statements that involve risks and uncertainties that include, among others,

Amazon.com's limited operating history, anticipated losses, the unpredictability of its future revenues, competition, risks associated...

...international expansion, business combinations, and strategic alliances. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its Annual Report on Form 10...

...are prepared in accordance with generally accepted accounting principles. All of the charges associated with Amazon.com's merger and acquisition activities have been included in the

single-income-statement line item...

...other purchased intangibles. Pro forma financial results exclude these merger- and acquisition-related costs.

NOTE: Amazon.com, Earth's Biggest Bookstore, and 1-Click are either registered trademarks or trademarks of Amazon.com, Inc. All other names mentioned herein may be trademarks of their respective owners.

AMAZON.COM, INC.

Consolidated Statements of Operations
(in thousands, except per share amounts)

Quarter Ended Nine Months

...

...and 1997 are presented for informational purposes only. These results present the operating results of Amazon.com, excluding charges of \$20.5 million and \$25.9 million for the quarter and nine months ended September 30, 1998, respectively, for merger and acquisition related costs arising from Amazon.com's April 1998 acquisitions of Bookpages, Telebook and Internet Movie Database, and the August 1998 acquisitions of Junglee and PlanetAll, and are not prepared in accordance with generally accepted accounting principles.

AMAZON.COM, INC.

Consolidated Balance Sheets
(in thousands, except share data)

	September 30,	December
	1998	1997
	(Unaudited)	(Audite
31,		
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ASSETS

Current Assets:

Cash	\$14,856	\$1...
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19981028

12/K/5 (Item 2 from file: 621)

Gale Group New Prod.Annou.(R)

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(USE FORMAT 7 FOR FULLTEXT)

Amazon.com Acquires Two Leading Internet Companies

Text:

Innovators PlanetAll and Junglee to Enrich Customers' E-Commerce Experience

SEATTLE, Aug., 4 /PRNewswire/ -- Leading online retailer Amazon.com, Inc. (Nasdaq: AMZN) today announced the signing of definitive agreements to acquire two innovative Internet companies to enrich its e-commerce experience for customers.

In separate transactions Amazon.com has agreed to acquire:

- * PlanetAll, based in Cambridge, Mass., which provides a unique Web-based address book, calendar, and reminder service at <http://www.PlanetAll.com>. PlanetAll has 1.5 million members, and thousands of new members are joining each day to...

...virtual database (VDB) technology that can help shoppers find millions of products on the Internet.

"PlanetAll is the most innovative use of the Internet I've seen," said Amazon.com founder and CEO Jeff Bezos. "It's simply a breakthrough in doing something as fundamental and important as staying in touch. The reason PlanetAll has over 1.5 million members -- and is growing even faster than the Internet -- is simple: it creates extraordinary value for its users. I believe PlanetAll will prove to be one of the most important online applications."

PlanetAll is not only the best way to keep in touch with business associates and friends but also to get back in touch with old friends. Users have complete control over their own contact information and decide what information they want to share with others on a person-by-person basis. PlanetAll's service is compatible with personal information managers (PIMs) and personal digital assistants (PDAs), such as Microsoft Outlook and 3Com Palm Pilot.

"PlanetAll's goal is to make staying in touch with friends and business contacts effortless," said Jim Savage, CEO of PlanetAll. "Amazon.com allows us to take the vision of PlanetAll's founders, Warren Adams and Brian Robertson, to an even larger audience. We're thrilled to join Amazon.com's world-class team that cares as deeply as we do about providing meaningful services..."

...promise with widespread applicability," said Bob Davis, CEO of Lycos, which holds a stake in PlanetAll. "We look forward to continuing to provide PlanetAll's secure and feature-rich service to Lycos users."

PlanetAll has integrated its service within the sites of a number of Internet leaders, including Lycos and GeoCities, as well as numerous universities and professional associations. Amazon.com intends to operate PlanetAll as a wholly owned subsidiary located in Cambridge. Savage and the two cofounders will remain...

...technology well beyond our current base," said Ram Shriram, President and COO of Junglee. "With Amazon.com, we can address the larger challenges of e-commerce sooner -- and on a broader scale -- than we could have alone."

Amazon.com will acquire 100 percent of the outstanding shares and assume all outstanding options of Junglee and PlanetAll

in exchange for equity having an aggregate value of approximately \$280 million. Amazon.com will issue approximately 800,000 shares and assume all outstanding options in connection with the acquisition of PlanetAll and anticipates accounting for this transaction as a pooling of interests. Amazon.com will issue approximately 1.6 million shares and assume all outstanding options in connection with...

...Each transaction is expected to close within the quarter, subject to customary closing conditions.

About Amazon.com

Amazon.com, Inc., offers more than 3 million book, music, and other titles, plus easy-to-use search and browse features, secure credit card payment, personalized recommendations, and direct shipping. Amazon.com has virtually unlimited online shelf space to offer customers a vast selection easily accessed through...

...efficient search-and-retrieval interface, as well as streamlined ordering through 1-Click (SM) technology. Amazon.com pioneered the concept of syndicated selling on the Internet and has more than 100,000...

...AOL.com, Yahoo!, Netscape, Excite, the AltaVista Search Service, the @Home Network, and iVillage.

About PlanetAll

PlanetAll provides a unique Web-based address book, calendar, and reminder service at <http://www.PlanetAll.com>. PlanetAll has 1.5 million members, and thousands of new members are joining each day to...

...This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, the unpredictability of its future revenues, and risks associated with capacity...

...business opportunities, international expansion and business combinations. More information about factors that potentially could affect Amazon.com's financial results ...for the quarter ended March 31, 1998, both filed with the Securities and Exchange Commission.

Amazon.com, Earth's Biggest Bookstore, and 1-Click are either registered trademarks or trademarks of Amazon.com, Inc. All other names mentioned herein may be trademarks of their respective owners.

SOURCE Amazon.com, Inc.

-0-

08/04/98

/NOTE TO EDITORS: Members of the news media may participate in a conference-call demonstration of PlanetAll.com at 11:00 a.m. EDT today, August 4. Call (888) 618-8003 and request Conference No. 3234077. Please go to <http://www.planetall.com> in preparation for the demonstration./

/CONTACT: Bill Curry of Amazon.com, 206-834-7180/
/Company News On-Call: <http://www.prnewswire.com> or fax, 800-758-5804,
ext. 121176/

/Web site: <http://www.planetall.com/>
/Web site: <http://www.amazon.com/>
(AMZN)

CO: Amazon.com, Inc.; PlanetAll; Junglee Corp.
ST: Washington
IN: CPR MLM REA
SU: TNM

CC-JC
-- LATU035 --
1267 08...

Company Names:
*PlanetAll; Junglee Corp.; Amazon.com Inc.

19980804

12/K/6 (Item 1 from file: 813)

PR Newswire

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...other income category this quarter. In June 1998 Puma invested in the preferred stock of PlanetAll at the same time that it entered into a contract to develop a synchronization product for PlanetAll's web-based contact management and calendaring product. Puma's shares of PlanetAll were converted to shares of Amazon.com as part of Amazon's acquisition of PlanetAll and when this investment became marketable, the accounting regulations required the Company to recognize the...

...to connect to multiple Exchange servers to retrieve email, calendar, contact and other mission-critical data with complete security controlled by their corporate IT department. This is precisely what our new product can do. I...

...their respective owners.

PUMA TECHNOLOGY, INC.
CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
(in thousands, except per share data)

THREE MONTHS ENDED
October 31,
(Unaudited)

	1998	1997
Revenue	\$4,412	\$5,237

Cost of...

...497

PUMA TECHNOLOGY, INC.
PRO-FORMA CONDENSED CONSOLIDATED STATEMENT OF OPERATIONS
(in thousands, except per share data)
(Unaudited)

Pro-forma. Excludes IPR&D/

THREE MONTHS

Restructuring

ENDED
October 31,

1998

1997

Revenue...

12/K/7 (Item 2 from file: 813)

PR Newswire

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...then be co-branded and fully integrated across the Talk City site. The Password's personal publishing toolset, which allows users to build and share 'passWorlds,' their personal view of the Web, will be made available to Talk City users, who will be...

...has also signed a binding letter of agreement to sell its 25 percent stake in PlanetAll to Amazon.com, Inc. CMG also includes CMG Direct, SalesLink, InSolutions and On-Demand Solutions as wholly owned...

12/K/8 (Item 3 from file: 813)

PR Newswire

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THE PASSWORD Internet Publishing Corp. Announces Innovative E-Commerce Deals With Amazon.Com Inc., Reel.Com and Virtual Vineyards

...based in Woburn, MA, announces it has completed innovative e-commerce deals with online retailers Amazon.com Inc., Reel.com and

Virtual Vineyards for its recently launched consumer Internet service THE
PASSWORD...

...s users are able to make purchases immediately through the Web. A filter
query for Amazon.com (<http://www.amazon.com>)
appears in all Password magazines, delivering information straight to users
on subject-specific books, taking...

...the Web pursuing their interests and consider the Web a convenient
medium for making purchases."

Amazon.com Inc. (Nasdaq: AMZN), Earth's Biggest
Bookstore, (<http://www.amazon.com>) is the leading online
retailer of books and is the premier bookseller on Associate Web...

...Yahoo!, Netscape, Excite, the AltaVista Search Service, the Home
Network, and the Prodigy Shopping Network. Amazon.com offers
a catalog of 2.5 million titles, easy-to-use search and browse features...

...services, personalized shopping services, secure Web-based credit card
payment, and direct shipping to customers. Amazon.com has
virtually unlimited online shelf space and offers customers a vast
selection through an efficient search-and-retrieval interface, as well as
streamlined ordering through 1-Click(SM)technology. Amazon.
com pioneered the concept of syndicated selling on the Internet and
has more than 30,000...

...interactive media for over 90 Web sites. InfoMation provides enterprise
products that use sophisticated filtering, sharing and publication
mechanisms to address the problem of information overload for
corporations.

In addition to the CMG Internet Group, the Company's CMG Ventures...

...significant interests in Lycos, Inc. (Nasdaq: LCOS), Blaxxun, Vicinity,
Ikonic, GeoCities, Parable LLC, Reel.com, PlanetAll, KOZ, Silknet,
Chemdex, Speech Machines and Softway Systems. Both Microsoft and Intel
hold minority positions...

...or elliey tryloncommunications.com, for THE PASSWORD

Web sites: <http://www.thepassword.com> <http://www.amazon.com>
<http://www.reel.com> <http://www.virtualvin.com> <http://www.cmgi.com>

(AMZN CMGI LCOS)

12/K/9 (Item 1 from file: 16)
Gale Group PROMT(R)
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PlanetAll seeks a niche for networking services

WHEN JAMES SAVAGE heard about PlanetAll (www.planetall.com) - a community-based service that helps people stay in touch with business associates and friends...

...stay up to date with contact information is digitally,' Mr. Savage said. He also liked PlanetAll's universal appeal and utility. 'It hits at a personal and business level.'
Until now...

...how much it's raised from investors CMG Information Services, @rts @lliance and Sun Capital.

PlanetAll's revenue model is a mix of ad banners sold for \$30 per thousand impressions, sponsorships and commerce opportunities that mix contextually with its services. Current advertisers include Amazon.com, Virtual Emporium and electronic greeting card company Greet Street.

Mr. Savage points out that Greet...

...ads placed on an area of the site with birthday reminders.

Other ad categories that PlanetAll is pursuing include telecommunications, scheduling software and gift companies, as well as online travel and related services for transaction-sharing.

Licensing the technology behind PlanetAll's services is another important revenue source. Services range from its Virtual Address Book, which...

...include Infoseek, WhoWhere? and MonsterBoard.

However, advertising on the site has been slow to develop. PlanetAll hired Perry Allison, VP of advertising and sponsorship sales from Digital Equipment Corp.'s AltaVista...

...into the service,' said Mark Peabody, research analyst at Aberdeen Group, Boston.

Mr. Peabody advocates PlanetAll's strategy of licensing its technology to affinity groups and partnering with an Internet service provider or major browser.

'There are clearly sponsorship opportunities,' he added, noting that PlanetAll's database of contact information, which it shares with advertisers as aggregate data, is very attractive.

'I like PlanetAll because it focuses on so many things people are ignoring - real relationship building,' said Jerry...
...sites find a way to weave themselves into customers' daily lives -

that's something that PlanetAll understands well.'

At the same time, Mr. Michalski can see why PlanetAll might be a harder advertising sell. 'They just don't fit into a category easily,' he said.

PlanetAll was founded in September 1996 by Brian Robertson, chief technology officer, and President Warren Adams...

...and wanted to find a way to stay in touch with friends. Prior to starting PlanetAll, Mr. Adams worked as a senior research associate at Greenwich Associates, while Mr. Robertson was...

...that his goal is to have registered users in the 'millions' by yearend and synchronize PlanetAll to work with the leading scheduling software on the market. 'We think the building blocks...

Company Names:
*PlanetAll

19980112

12/K/10 (Item 1 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

...exchange are almost all start-ups rather than established consumer groups or retailers. They include: Amazon, the online bookshop; CDnow, which sells music albums; and Expedia, a travel agency owned by...

...customer profiles based on their past purchases and preferences. A customer who buys books from Amazon will be sent suggestions of other books likely to be of interest, based on what...

...pays off in terms of repeat business which supplies more than 60 per cent of Amazon's sales, helping boost them threefold over the past year.

And just as companies operating...

...into new product areas, so the new generation of online companies is doing the same. Amazon, for example, moved into CDs and videos in June and already claims to be the largest online retailer in music sales. In August it bought PlanetAll, a Web-based address book, calendar and reminder service, and Junglee, a website which helps...

...Conventional retailers such as supermarket chains are also able to use the digital revolution to sharpen their marketing. They already collect large amounts of sales data from electronic point-of-sale (Epos) systems which itemise individual purchases and the time and...

19981113

12/K/11 (Item 2 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Amazon.com Announces Financial Results for Third -2-

...and 1997 are presented for informational purposes only. These results present the operating results of Amazon.com, excluding charges of \$20.5 million and \$25.9 million for the quarter and nine months ended September 30, 1998, respectively, for merger and acquisition related costs arising from Amazon.com's April 1998 acquisitions of Bookpages, Telebook and Internet Movie Database, and the August 1998 acquisitions of Junglee and PlanetAll, and are not prepared in accordance with generally accepted accounting principles.

AMAZON.COM, INC.

Consolidated Balance Sheets

(in thousands, except share data)

September 30, December 31,

1998 1997

(Unaudited) (Audited)

ASSETS

Current Assets:

Cash \$14,856 \$1...

...equity \$619,714 \$149,844

/CONTACT: Karen Cho, Investor Relations, 206-694-2171, or ir@

amazon.com, or Kay Dangaard, Media Relations, 206-834-7180,

or dangaard@amazon.com, both of Amazon.com,

Inc./ 16:17 EST

Company Names:

AMAZON NATURAL TREASURES INC.

19981028

12/K/12 (Item 3 from file: 20)

Dialog Global Reporter

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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Amazon.com spreads its wings on the Web

AMAZON.COM TOUTS ITSELF AS "Earth's Biggest Bookstore." But its entrepreneurial founder Jeff Bezos harbors broader...

...s of his age."

He's got a long way to go, of course. But Amazon.com has already staked out a big piece of some smaller action. Though it has yet...

...into an acknowledged international brand in just three years. And Wall Street loves it, valuing Amazon around \$8 billion - compared with about \$3 billion each for its more established rivals, Barnes & Noble and Borders. Yet Amazon may just be getting started. It's already begun selling music CDs. Soon it will...

Amazon added some big pieces to that empire last week, when it bought a pair of pioneering Internet companies. One, Junglee Corp. in Sunnyvale, Calif, bought for \$180 million, gives Amazon a sophisticated "search engine" that helps shoppers compare prices and order everything from clothes to computers to televisions via the Internet. The other - PlanetAll in Boston, bought for \$90 million - is an e-mail network popular with people who...

...their lives online. Those 1.5 million Webheads are a natural market, not

only for Amazon's books but for whatever else the company might sell online.

Bezos himself won't say much about his plans. "For competitive reasons," he explains. But he's plainly excited. PlanetAll, he says, is the most innovative use of the Internet he has ever seen - "a...

...where they update addresses, post children's names and birthdates and important family news - and share that information with others. How might that translate into electronic commerce? Let's say PlanetAll alerts you to a friend's upcoming birthday, Bezos suggests. Amazon will know from its databank which sorts of books or music he likes. You then...

...large." As Barnes & Noble and other competitors try to bulk up their own electronic sites, Amazon is pushing into new territory. Skeptics say it's branching out because those big, established...

...s a question of identity," says David Simons of Digital Video Investments in New York. "Amazon is known for its book and music business. Now it's going to become a...

Company Names:
Amazon.com Inc

19980817

Dialog Global Reporter
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By issuing 2.4 million new shares, the first book shop on the Internet Amazon.com, was able to buy two Websites which complete its range : PlanetAll (\$87.9 million) and Junglee (\$175.8 million). Amazon.com's share is very much sought after and the group's stock market capitalisation reaches \$5.2 billion. Several analysts justify this value and recommend to buy the share. Morgan Stanley's Mary Meeker believes that the share will perform better than the whole...

Company Names:
Amazon.com Inc

19980807

12/K/14 (Item 5 from file: 20)

Dialog Global Reporter
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(USE FORMAT 7 OR 9 FOR FULLTEXT)

Seattle-Based Online Retailer Amazon.com Acquires Two Internet Services

Aug. 4--Amazon.com, aiming to lure a broader audience of online customers, has acquired two Internet companies for...

...The Seattle-based online seller of books and CDs today announced the separate acquisitions of PlanetAll, an Internet address book, calendar and reminder service, and Junglee, which develops databases that help...

Though neither service directly sells its own products to consumers, Amazon.com hopes the acquisitions will draw more potential customers to its Web site.

"It's a way to bring people to Amazon and keep them there," said Ryan Jacob, manager of the Internet Fund, which owns Amazon.com shares.

Amazon stock, which has fluctuated wildly in recent weeks, rose \$2.75 to \$111 today in midday trading.

PlanetAll, based in Cambridge, Mass., is a free organizing service used by 1.5 million subscribers. The service also encourages customers to share updated personal information to keep in contact with friends and business associates.

Jeff Bezos, founder and chief executive of Amazon.com,

said PlanetAll is "the most innovative use of the Internet I've seen." Lycos is among the companies holding a stake in PlanetAll.

Junglee, a database-technology company based in Sunnyvale, Calif., maintains an online shopping guide with...

...improve online shoppers' ability to comb through the millions of products offered over the Internet.

Amazon.com will issue about 800,000 shares tied to its acquisition of PlanetAll and 1.6 million shares to acquire Junglee, the company said. Both transactions are expected to close within the quarter.

Based on Amazon's closing price of \$108.25 yesterday, the PlanetAll and Junglee deals are worth roughly \$86.6 million and \$173.2 million, respectively.

Information...

Company Names:
Amazon.com Inc

19980804

12/K/15 (Item 1 from file: 635)

Business Dateline(R)

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AMAZON ACQUIRES 2 INTERNET SERVICES

Publication Date: 980804

Text:

Amazon.com, aiming to lure a broader audience of online customers, has acquired two Internet companies for...

...The Seattle-based online seller of books and CDs today announced the separate acquisitions of PlanetAll, an Internet address book, calendar and reminder service, and Junglee, which develops databases that help...

...on the World Wide Web.

Though neither service directly sells its own products to consumers, Amazon.com hopes the acquisitions will draw more potential customers to its Web site.

"It's a way to bring people to Amazon and keep them there," said Ryan Jacob, manager of the Internet Fund, which owns Amazon.com shares.

Amazon stock, which has fluctuated wildly in recent weeks,

closed up \$1.625 to \$109.875 today.

PlanetAll, based in Cambridge, Mass., is a free organizing service used by 1.5 million subscribers. The service also encourages customers to share updated personal information to keep in contact with friends and business associates.

Jeff Bezos, founder and chief executive of Amazon.com, said PlanetAll is "the most innovative use of the Internet I've seen." Lycos is among the companies holding a stake in PlanetAll.

Junglee, a database-technology company based in Sunnyvale, Calif., maintains an online shopping guide with...

Company Names:
Amazon-com Inc...

...PlanetAll,

12/K/16 (Item 1 from file: 631)
Boston Globe
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Text:

Shares of CMG Information Services Inc. started strong and stayed that way yesterday, adding more than \$5 of value...

Unlike other booming Internet stocks like search-engine star Yahoo! Inc. and electronic commerce favorite Amazon.com, CMG only invests in other companies that do business on the Web.

CMG has emerged...

...to 24 months," said analyst Sherri Wolf of Adams, Harkness & Hill in Boston.

CMG presented information on all its companies to investors late last week and shares immediately jumped by 14, to 92, the next trading day.

Seen in its most favorable...

...92%

Parable 42%

Ikonic sold

TeleT sold

Netcarta sold

Ventures II*

Silknet 23%

KOZ 14%

PlanetAll 29%

Softway Systems 9%

Speech Machines 29%

Reel.com 31%

Chemdex 20%

Select Technologies 14...

980417

12/K/17 (Item 1 from file: 714)

(Baltimore) The Sun

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Amazon.com acquiring 2 companies Stock swaps planned for Internet concerns Computers

Text:

SEATTLE -- In an effort to bolster its position as the leading online retailer, Amazon.com Inc. said yesterday that it has agreed to acquire two Internet companies in separate stock...

...to acquire Junglee Corp., a provider of database technology in Sunnyvale, Calif., and 800,000 shares for PlanetAll, a personal information service in Cambridge, Mass., that has 1.5 million subscribers.

Amazon.com stock added \$1.625 to \$109.875 on the Nasdaq stock exchange in a session during which most technology stocks suffered

heavy losses.

Amazon.com Chairman Jeffrey P. Bezos said both acquisitions are aimed at improving online shopping for its...

...said. "What we want to be is the leading [electronic] commerce destination."

He said the PlanetAll acquisition will help Amazon.com offer such services as improved gift-giving. PlanetAll offers free e-mail reminders of birthdays and other occasions, which are being combined with suggestions to buy books or music from Amazon.

The Junglee acquisition brings to Amazon a "brilliant" group of people that has developed a database technology that can be used...
...the vast array of products and services offered on the Web, Bezos said.

`Entertainment hub'

Amazon.com is expected to expand beyond its current product offerings of books and music, Bezos said...

...services at a single site.

Together, the two acquisitions will add about 100 employees to Amazon.com's work force of 1,130, with PlanetAll operated as a wholly owned subsidiary in Cambridge.

The move puts Amazon in more direct competition with Yahoo! Inc. and others, which are adding shopping and chat rooms as they race to become the Web's top destinations.

"Amazon wants to change from just an online bookseller to an online entertainment hub," said Ron...
...Research Inc., a market research firm.

The popular services of Planet-All and Junglee give Amazon an edge over rivals such as Barnes & Noble Inc., which has been heavily promoting its...

...pre-emptive moves against Barnes & Noble," said Wheat First Union analyst Miles Russ, who rates Amazon "outperform."

Pub Date: 8/05/98

DATELINE: SEATTLE

? ts12/7/12

12/7/12 (Item 3 from file: 20)

Dialog Global Reporter

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02515665 (THIS IS THE FULLTEXT)

ONLINE: Going Shopping.Com

Amazon.com spreads its wings on the Web

Section Title: Business

Compiler: Michael Meyer

NEWSWEEK INTERNATIONAL , p 48

August 17, 1998

AMAZON.COM TOUTS ITSELF AS "Earth's Biggest Bookstore." But its entrepreneurial founder Jeff Bezos harbors broader ambitions. "Jeff isn't about books. He's about buying and selling things," says friend and techno-guru Paul Saffo at the Institute for the Future in California. "He's going to become the Sears and Woolworth's of his age."

He's got a long way to go, of course. But Amazon.com has already staked out a big piece of some smaller action. Though it has yet to turn a profit, it's far and away the greatest commercial success in cyberspace. It's the only electronic retailer among the top 20 most popular sites on the Web in terms of daily "hits." With 3 million customers and sales that tripled to \$116 million last quarter, it has built itself into an acknowledged international brand in just three years. And Wall Street loves it, valuing Amazon around \$8 billion - compared with about \$3 billion each for its more established rivals, Barnes & Noble and Borders. Yet Amazon may just be getting started. It's already begun selling music CDs. Soon it will create an online video store. After that,

it's likely to begin offering popular computer software, all at hefty discounts. The goal: to build a virtual empire of electronic commerce.

Amazon added some big pieces to that empire last week, when it bought a pair of pioneering Internet companies. One, Jungle Corp. in Sunnyvale, Calif, bought for \$180 million, gives Amazon a sophisticated "search engine" that helps shoppers compare prices and order everything from clothes to computers to televisions via the Internet. The

other - PlanetAll in Boston, bought for \$90 million - is an e-mail network popular with people who organize their lives online. Those 1.5 million Webheads are a natural market, not only for Amazon's books but for whatever else the company might sell online.

Bezos himself won't say much about his plans. "For competitive reasons," he explains. But he's plainly excited. PlanetAll, he says, is the most innovative use of the Internet he has ever seen - "a breakthrough in satisfying a very human need, the desire to keep in touch with friends." Subscribers use it as a sort of community bulletin board where they update addresses, post children's names and birthdates and important family news - and share that information with others. How might that translate into electronic commerce? Let's say PlanetAll alerts you to a friend's upcoming birthday, Bezos suggests. Amazon will know from its databank which sorts of books or music he likes. You then can choose a gift and ship it off with a few mouse clicks. No drive to the mall. No waiting at the post office. No rummaging around for a misplaced or out-of-date address.

Similar opportunities, says Bezos, "are both numerous and large." As Barnes & Noble and other competitors try to bulk up their own electronic sites, Amazon is pushing into new territory. Skeptics say it's branching out because those big, established booksellers are attacking its core business. And diversification has clear dangers. "It's a question of identity," says David Simons of Digital Video Investments in New York. "Amazon is known for its book and music business. Now it's going to become a shopping mall, too?" None of this seems to worry Bezos, however. "This is a big vision," he says, to be worked through carefully over "years and years."

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? ts12/7/10

12/7/10 (Item 1 from file: 20)

Dialog Global Reporter

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03435402 (THIS IS THE FULLTEXT)

IRT Business This Week 1: Big retailers are watching you - Digital revolution is being used by some firms to create made-to-measure relationships with their customers

(Financial Times Service)

IRISH TIMES , p 59

November 13, 1998

For decades companies have collected information on consumers to focus their marketing and help them devise new products. The digital revolution makes it possible to do this on a scale that is changing radically the relationship between businesses and their customers.

Immense amounts of data are already being collected and processed to increase understanding of customers' spending patterns and preferences. But that leaves the nature of the relationship with the consumer essentially unchanged, with the producer struggling ever harder to learn more about the passive consumer.

A handful of companies are using the information-handling potential of the digital revolution to create an interactive relationship which allows customers to tell producers what they really want. In this two-way exchange, there is the opportunity to learn much more about each customer and offer a range of truly personalised goods and services more likely to succeed in the market.

'Interactivity allows the consumer to shape the product and the supplier to learn from the consumer,' says Mr Anthony Freeling of McKinsey business consultants.

The most successful websites in developing this interactive exchange are almost all start-ups rather than established consumer groups or retailers. They include: Amazon, the online bookshop; CDnow, which sells music albums; and Expedia, a travel agency owned by Microsoft.

They use the ability to converse online with the consumer to build up customer profiles based on their past purchases and preferences. A customer who buys books from Amazon will be sent suggestions of other books likely to be of interest, based on what customers with similar tastes are buying. And buyers are invited to submit reviews and comments which may attract like-minded people to make similar purchases.

CDnow invites visitors to its website to look at selections of albums and say whether they already own them, want to buy them or do not like them. The site quickly refines the selection offered in the light of the answers, so a child of the 1960s is more likely to be offered Beatles CDs than an album by The Prodigy.

Such approaches enable companies to 'narrow-cast' to their consumers, processing as much data as they can collect about them to offer the products and services they are most likely to buy.

That pays off in terms of repeat business which supplies more than 60 per cent of Amazon's sales, helping boost them threefold over the past year.

And just as companies operating offline seek to stretch their brands into new product areas, so the new generation of online companies is doing the same. Amazon, for example, moved into CDs and videos in June and already claims to be the largest online retailer in music sales. In August it bought PlanetAll, a Web-based address book, calendar and reminder service, and Junglee, a website which helps consumers find the cheapest products on the World Wide Web. And it has reserved domain names which suggest it is looking at digital television.

Conventional retailers such as supermarket chains are also able to use

the digital revolution to sharpen their marketing. They already collect large amounts of sales data from electronic point-of-sale (Epos) systems which itemise individual purchases and the time and date of shopping. The information is valuable in helping supermarkets decide what products to sell, when to sell them and what combinations in the layout of the store maximise sales.

Increasing processing power and new software allows this sales data to be linked to credit card or loyalty card records to analyse the spending of individual customers. Retailers can then tailor promotions to persuade their customers to spend more in their stores and try new products.

'This gets away from the 'spray and pray' approach which sends money-off coupons for nappies to middle-aged customers,' says Mr Richard Taylor, e-business consultant for IBM, the information technology group.

The growth of home shopping offers opportunities for a more interactive relationship with the consumer - using the same techniques as the online retailers. Customers placing their orders by telephone or over the Internet can be prompted to try new products or go for special offers. They can be offered partly prepared meals or recipes linked to ready-bundled ingredients to save preparation time. And there are opportunities to devise online services such as calorie-counting or menu-planning.

'You can use point-of-sale data to segment customers along demographic or lifestyle lines, or to analyse purchasing occasions,' says Mr Freeling. 'But if you can ask consumers a few questions each, you can really adapt your offering to their needs.'

Where does this leave the manufacturers of the goods and services sold online and offline? Many have long been concerned that the possession of detailed sales information gives retailers undue power in the supply chain. The supermarkets can use this data to promote their own-label products and undermine the value of branded products established over the years by expensive marketing campaigns.

Companies such as Unilever and Procter & Gamble have been quietly building their own databases of names and addresses so they can communicate directly with their customers. For many years, the only way they could do this was by collecting the data from special-offer coupons or by offering after-sales service on items such as household appliances and cars. The growth of the Internet now offers an alternative way for the producers to reach their consumers - one they are keen to exploit.

In some cases, they can cut the retailer out of the supply chain altogether, particularly with 'big-ticket' items such as personal computers where the expense of home delivery is small in comparison with the price.

Dell, the US group which has specialised in making PCs to customers' exact specifications, has a website which allows customers to assemble their own PC from options offered online.

It is harder to bypass the retailer with lower-priced consumer packaged goods such as food and paper products, since the cost of home delivery would be prohibitive in comparison with the price of the products. But there has been a proliferation of online activity by the consumer goods manufacturers in the form of websites for their brands and other Internet

promotions.

At the very least, this helps them add more names and addresses to their customer databases. But they also hope to create or reinforce loyalty to their brands as a counterweight to the power of the retailers.

In some cases, these websites are targeted at traditional customer groups. For example, Procter & Gamble's Always site promotes its sanitary protection products by offering information of interest to young women.

Others are used to approach new groups, particularly younger consumers who are more likely to be using the Internet: Scholler, a German food company, has a dating service on its website.

Thus the digital revolution offers opportunities to existing businesses and new ones, to producers as well as retailers. For each, the aim is to become like the gentlemen's outfitter which keeps customers'

measurements for making future suits: the possession of detailed information about consumers makes it easier for companies to market their goods and services.

'It is a key competitive advantage for companies to know consumers' histories and be able to approach them sympathetically,' says Mr Taylor at IBM.

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12/7/1 (Item 1 from file: 15)

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USE FORMAT 7 OR 9 FOR FULL TEXT

The importance of being in sync

Abstract:

Once upon a time, people did not need to synchronize copies of the same data. The theory of database management was that you simply could not manage a system containing multiple copies of the same data. In the past 2 years, however, the Net has connected all computers and networks into one global, ubiquitous network. Now we have computer systems that differ radically from those that led to the original theory of data management. The basis for the change is the distributed database, in which copies of

individual records are stored in different locations, and the new database software, which will manage the relationships between these copies.

Text:

RIGHT NOW, MY COMPUTER IS SYNCHRONIZING. YOU COULD dismiss that as some nerdy thing, but then you'd be missing a major change in computing. Because right now the entire industry is revising the way it designs networks and software-and the key to that revision is the synchronization that my computer is doing.

My computer is synchronizing the E-mail, calendar, and contact information stored on my home PC's hard disk with the records stored on the hard disk attached to a server in our office. It compares each record, decides which copy was most recently updated, and discards the other. As a result, all my info will be the same in both places. My PC also synchronizes data with the records stored on my hand-held Palm III. My computer will also synchronize data on my notebook's hard disk with copies of the same data on various Websites and servers in other offices of our firm. There is a whole lot of synchronizing going on.

Once upon a time, we didn't need to synchronize copies of the same data. Instead, big computers centralized information in their memory banks, where it could be controlled and managed. For instance, one of the biggest databases in the world is an airline-reservations system, which keeps track of every seat on every commercial flight on virtually every commercial airline for more than a year in advance. It also stores the name of the buyer of that seat and the payment status of the purchase. The way the computer system is designed, the entire system is managed on one really, really big computer stored in an air-cooled room in one building. The computer has hundreds of disk drives and dumb terminals attached to it. But there's only one memory, where the information about reservations can be viewed and changed.

Until very recently, that's pretty much the way all computer systems were designed. The reason? Well, the real reason is that that's the only way the computer would work. But the theory of database management was that you simply could not manage a system containing multiple copies of the same data. Imagine you were in Tokyo and wanted to change a reservation for a flight from New York to Paris the next day. The reservations clerk in Tokyo needed to be certain that a seat was actually available before he promised it to you. But what if data about Paris flights were stored in a couple of places-in, say, a database for U.S. flights managed on a computer in Chicago and another database for European flights managed on a computer in Frankfurt? How could the Tokyo clerk be sure that you-and not someone else too-got that seat? In the mainframe world, this seemed unsolvable.

There is a way to solve this problem, but it is really complicated and requires huge amounts of processing power, something that was always in

short supply for centralized computer systems. Then networks happened. Starting around 1990, local-area networks began connecting PCs in an office. In about 1994, clientserver networks started connecting local-area networks to mainframes. And in the past two years the Net has connected all computers and networks into one global, ubiquitous network. Now we've got computer systems that differ radically from those that led to the original theory of data management. Guess what? The old theory doesn't apply anymore. Sure, people who manage airline-reservations systems and other large database applications, like checking-account management, stock-transaction databases, and Social Security management, resist the idea that they have to redesign their systems from the ground up. But the fact is that this is a problem that could change their business-as well as the business of banks, insurance companies, and even media companies like the one that publishes FORTUNE.

It will. The basis for that change is the distributed database, in which copies of individual records are stored in different locations, and the new database software, which will manage the relationships between those copies. This task is mind-bendingly difficult because data come in very small pieces. My contact record might contain my name, title, company, address, direct phone, company phone, mobile phone, assistant's name, assistant's phone number, E-mail for both of us, my home address and phone number, and any number of associated bits of information. Some of that info might come from a corporate database of employees. Some might come from a mailing list. Some might come from my PC. And only certain people should be allowed to see certain bits of that information, while other people may see other bits, and very few people may see everything. And every company has its own policy about how to store and share such data, and its own ways of deciding which is the right policy to adopt. In the old days, remember, none of this was a problem-life was simple because there was just one copy of the data. But now there are networks. So the ability to synchronize data has become a mini-industry in and of itself. IBM's Lotus, which created Notes, was the pioneer in this field. But now the really interesting work is being done by small companies.

A company called Starfish Software in Scotts Valley, Calif., for instance, was just purchased by Motorola for a price estimated between \$300 million and \$400 million. Why? Motorola wants to get its hands on a piece of Starfish software called TrueSync, which can synchronize data between cell phones, personal computers, hand-held devices, and the World Wide Web.

Puma Technology in San Jose started out developing applications for hand-held devices. But then it purchased a small company that specialized in synchronizing data between any two databases on any two computers. Now, synchronizing software is Puma's entire business. Synchrologic, in Atlanta, was started specifically to coordinate data between databases managed by large companies. Planetall, a Cambridge, Mass., company recently purchased by Amazon.com, was started to synchronize personal data between people. Its software should make it easier for me, say, to share my schedule with someone else, so we can find out when we would be in the same city at the same time. As a venture capitalist, I've even invested in one such company, Visto, in Mountain View, Calif. Visto was started to

help you sync up data between multiple personal computers and then get access to those data from any computer that has a Web connection.

In other words, synchronization is breaking out all over. This is technology that will change the landscape of computing. When it's possible to log on from anywhere in the world and be sure you're getting the latest, most up-to-date copy of always-changing data, information is well on its way to being free and ubiquitous, as the old tech dream would have it. Keeping accurate copies of widely distributed data is a first step toward redefining data as something fluid, not static; toward making telecommuting easier; and toward making it far easier for corporations to share data. So the next time your PC starts syncing your data, just think-you are on the leading edge of a revolution in computing.

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STEWART ALSOP is a partner with New Enterprise Associates, a venture capital firm. Except as noted, neither he nor his partnership has a financial interest in the companies mentioned. Alsop may be reached at stewart_alsop@fortunemail.com; the column may be bookmarked at www.fortune.com/technology/alsop/

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Alsop, Stewart

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12/7/2 (Item 1 from file: 810)

Business Wire

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ENGAGE TECHNOLOGIES : Engage Technologies' Profile-Enabled Targeting Becomes New Standard For Precision Online Marketing

August 17, 1998

Byline: Business/Technology Editors

ANDOVER, Mass.--(BUSINESS WIRE)--August 17, 1998--

Engage Knowledge Database Surges Past 30 Million Mark;
NBC's VideoSeeker, Virtual Billboard Network, @dVenture,
The Password, And Planet Direct To Deploy New Precision
Profile-Enabled Accipiter AdManager 4.0 Online Advertising Solution

Engage Technologies, the leading provider of online precision marketing technology and wholly owned subsidiary of CMG Information Services, Inc., (NASDAQ:CMGI), today announced that its Engage Knowledge database has grown from 12 million to 30 million anonymous Web user profiles in just over two months. Concurrent with that benchmark, the company also announced that a number of state-of-the-art Web sites are now contributing to the anonymous

global database by adopting the new Precision Profile-enabled Accipiter AdManager 4.0 for online advertising and marketing solutions.

According to research released by Jupiter Communications at its third annual Jupiter Online Advertising Forum, the growth of online advertising will be increasingly dependent on the successful introduction of real targeting. The research cites that the promise of highly targeted advertising is currently not being met, and failure to do so could severely hinder future growth rates of the medium.

"In almost tripling the number of visitor profiles in Engage Knowledge over a two month period, Engage is delivering today on the possibilities of one-to-one online marketing and advertising," said Engage Technologies CEO Paul Schaut. "In addition to the strong market acceptance of our solution, we're gaining some impressive support from technical innovators along with the online analyst community. We believe that this validates the enormous potential of our technology and positions Precision Profiling from Engage at the forefront." NBC's VideoSeeker Service To Benefit From Profile-Enabled Targeting

NBC Interactive will deploy the new Precision Profile-enabled Accipiter AdManager 4.0 on its ground-breaking VideoSeeker on-demand Internet video service (www.videoseeker.com). "With the growing interest in on-demand video and the availability of bandwidth to support it, VideoSeeker is poised to become a high-traffic video portal," says Todd Harris, Director of Creative Development for NBC Interactive. "We expect to integrate Engage's new ad management and data mining tools with our proprietary registration process and video delivery, adding value to both our advertisers and users." Largest Ad Delivery Network In Canada Chooses Engage/Accipiter Solution

Canadian Web community Virtual Billboard Networks (www.virtualbillboard.net) also wants to build on its considerable successes in interest-based profiling. The leading supplier of performance ad delivery systems for the Canadian markets, VBN provides advertisers with the opportunity to reach focused special interest communities through more than 20 million individual page views per month. By upgrading to AdManager 4.0, it now plans to extend that unique capability across North America by virtue of agreements with

several US-based networks, ultimately encompassing nearly \$500M successful ad requests monthly.

"We can deliver one of the richest online audience mixes currently available," says Chris Larsen, Vice President for Online Advertising with Gallop & Gallop Communications, the creator and parent company of VBN. "Our own profiles map very efficiently to AdManager's built-in Precision Profiling technology from Engage. Of all the ad management systems we've looked at -- and we've researched just about everything -- AdManager has proven to be the only one that can allow us to schedule campaigns on a click-through basis; it's a remarkably open system."

Consumer Web Service Takes Personalization To New Levels With Engage Profiling

The Password (www.thepassword.com) is a unique consumer online service that builds bridges between real and virtual communities by enabling users to create and share their personal views of the Web. By virtue of Precision Profiling-enabled ad targeting, the company is now providing advertisers with a similarly focused connection to its diverse audience.

"With profiling we can provide our advertisers with the resources and information they need to reach distinct interest groups," says Margaret Heffernan, CEO of The Password. "When we looked at various approaches, Engage's profile-enabled advertising technology emerged clearly as the best match for our business model. It enables us to maximize the inherent value of our own highly-targeted services." Veteran Direct Marketer, Venture Direct Worldwide, Extends Expertise To The Web With Engage Precision-Profiling

@dVenture, a division of Venture Direct Worldwide (www.venturedirect.com), one of the pioneering innovators in the direct marketing field, is now putting its expertise to work on the Web through a growing network of defined special interest sites which can be seen at www.ad-venture.com. The company has been using AdManager to optimize its online advertising since early 1998, and is now exploring the possibilities for Engage Precision Profiling.

Dan Sweeney, Network Manager for @dVenture, notes that profiling endows online advertising and lead generation with the characteristics of the best direct marketing. "It not only lets us understand who's coming to our sites, but it also gives us a good picture of what they are doing during their visits. This enables advertisers to target special offers and advertising messages to those people most likely to respond; that's what direct marketing is all about."

Personalized Web Service Leverages Collaborative Filtering With Engage Profiling

Planet Direct (www.planetdirect.com) is the industry's first personalized Web service to combine the advantages of Precision Profiling from Engage Technologies with collaborative filtering from Net Perceptions, Inc. for targeted advertising and content. In this application, the NetPerceptions(TM) GroupLens(R) Recommendation Engine groups the Precision Profiles into interests and behavioral categories in order to recommend more highly targeted advertisements to an ad serving engine.

"We are pleased to be the first organization to benefit from this powerful relationship between Engage Technologies and Net Perceptions," said Hans Hawrysz, president and CEO of Planet Direct. "This combination of profiling and collaborative filtering offers Planet Direct partners a highly personalized and targeted delivery system to achieve greater click-through rates and an increased return on investment."

Independent studies by industry leading analysts articulate the well-defined need for profile-based targeting on the Web. In reports issued in January and February of 1998 on the new requirements for Web marketing, Forrester Research notes that "marketers specifically say they want to know...demographics, interests, and behavior--not low level information like the exit page from the site. Engage's type of profiling will grow in acceptance as advertisers seek more profile data. Their solution delivers improved personalization returns in the areas of tighter tailoring of content, surgical-strike banner placement, and more productive Internet commerce activity."

Chris Evans, CEO of Accipiter, summarizes the fundamental advantage of profile-enabled ad targeting. "In the end, both Web publishers and Web advertisers benefit from profile-enabled ad targeting," he says. "Advertisers can be assured that the right individuals, and only those individuals, are seeing their ads, and Web publishers can attract more advertising dollars by offering the capability to target visitors more precisely but yet anonymously. Engage is committed to delivering these advanced targeting solutions that protect consumer privacy while enabling the Web as a powerful mechanism for relationship marketing."

Engage Technologies believes in and fully supports an individual's right to privacy and the philosophy, technologies and methodologies directly support this. Engage Technologies' commitment to individual privacy is further evidenced through our active membership and participation in organizations such as TRUSTe and other Web standards-setting organizations focused on the maintenance and preservation of information privacy.

About Precision Profiling

Engage Precision Profiles segment distinct user interests into categories based on user behavior (click stream habits). These profiles are the targeting fuel for any rules engine enabling targeted delivery of content to unique users beyond simple context based delivery. Sites deploying Engage Precision Profiling technology can create anonymous profiles of visitors locally based on the site(s) or access Engage Knowledge global profiles which gives sites access to web-wide user profiles. Local profiling uncovers the unique characteristics and value of the sites' visitor's while global profiling gives sites first-time relevancy, allowing them to deliver highly targeted messages the first time a visitor lands on the site. The ability to deliver highly relevant advertising or customized content creates a powerful opportunity to maximize the Internet investment by offering profile based ad targeting or customized offers to your advertisers. Engage precision profiles can be added to any advertising serving, rules, or recommendation engine such as Net Perceptions GroupLens.

About Engage Technologies

Engage Technologies offers high-value Web advertising and marketing solutions that enable customers to profile and reach their online audience. The company's anonymous Web visitor profiling technology helps corporations dramatically increase the relevance of their Web site's advertising, editorial and commercial content for both first-time and repeat visitors. Engage Technologies is also the creator of Engage Knowledge, the world's largest database of anonymous Web visitor profiles for use in real-time marketing and sales applications on the Internet.

Engage sets the new benchmark for privacy on the Web, balancing the needs of online marketers to deliver the best message to the right audience, while protecting individual identity. Engage is a corporate sponsor of TRUSTe (www.truste.org), an active member of the World Wide Web Consortium (www.W3.com), and the Internet Engineering Task Force (IETF), and has developed and submitted one of the few technical specifications for privacy standards on the Web. Engage recently presented this specification to the Department of Commerce as part of the public meeting on Internet Privacy held in Washington, DC.

Engage has integrated product offerings with Accipiter, developer of the most advanced online advertising management solutions. The

integration of these two technologies enables advertisers and Web sites to leverage the next generation of online advertising: profile-enabled ad targeting. Engage Technologies is a wholly owned subsidiary of CMG Information Services, Inc. (NASDAQ: CMGI) (www.cmg.com). For more information, visit the Engage Web site at www.engage.com

About CMG Information Services

CMG Information Services, Inc. (NASDAQ: CMGI) is an investor and developer of Internet companies. In addition, CMGI operates direct marketing companies and venture funds focused on the Internet. Microsoft, Intel and Sumitomo hold minority positions in CMG Information Services.

The CMG Internet Group is made up primarily of majority-owned subsidiary companies including Planet Direct, NaviSite, Engage Technologies, Accipiter, ADSmart, InfoMation, The Password and Magnitude Networks.

The company's CMG @Ventures investment affiliates have significant interests in Lycos, Inc. (NASDAQ:LCOS), blaxxun, GeoCities, Vicinity, Parable LLC, KOZ, Silknet, Chemdex, Speech Machines, Softway Systems, TicketsLive Corporation, Critical Path, Mother Nature, and Visto Corporation. CMG @Ventures recently announced a definitive agreement to sell its investment in Reel.com to Hollywood Entertainment. In addition, CMG will invest approximately \$34 million in Hollywood Entertainment. CMG has also signed a binding letter of agreement to sell its 25 percent stake in

PlanetAll to Amazon
.com,

Inc. CMG also includes CMG Direct, SalesLink, InSolutions and On-Demand Solutions as wholly owned subsidiaries in the direct marketing, fulfillment and turn-key arenas.

Corporate headquarters is located at 100 Brickstone Square, Andover, MA 01810. Telephone: 978-684-3600. Fax: 978-684-3674. Additional information is available on the company's Web site, <http://www.cmg.com>.

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KEYWORD: MASSACHUSETTS NORTH CAROLINA

INDUSTRY KEYWORD: INTERACTIVE/MULTIMEDIA/INTERNET COMED
COMPUTERS/ELECTRONICS

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Amazon.com Acquires Two Leading Internet Companies

PR Newswire , p 0804LATU035

August 4 , 1998

Text:

Innovators PlanetAll and Junglee to Enrich Customers' E-Commerce Experience

SEATTLE, Aug., 4 /PRNewswire/ -- Leading online retailer Amazon .com, Inc. (Nasdaq: AMZN) today announced the signing of definitive agreements to acquire two innovative Internet companies to enrich its e-commerce experience for customers.

In separate transactions Amazon.com has agreed to acquire:

* PlanetAll, based in Cambridge, Mass., which provides a unique Web-based address book, calendar, and reminder service at <http://www.PlanetAll.com>. PlanetAll has 1.5 million members, and thousands of new members are joining each day to use the secure, free service to organize and automatically update information about friends,

business associates, relatives, and alumni.

* Junglelee Corp., based in Sunnyvale, Calif., the leading provider of advanced Web-based virtual database (VDB) technology that can help shoppers find millions of products on the Internet.

"PlanetAll is the most innovative use of the Internet I've seen," said Amazon.com founder and CEO Jeff Bezos. "It's simply a breakthrough in doing something as fundamental and important as staying in touch. The reason PlanetAll has over 1.5 million members -- and is growing even faster than the Internet -- is simple: it creates extraordinary value for its users. I believe PlanetAll will prove to be one of the most important online applications."

PlanetAll is not only the best way to keep in touch with business associates and friends but also to get back in touch with old friends. Users have complete control over their own contact information and decide what information they want to share with others on a person-by-person basis. PlanetAll's service is compatible with personal information managers (PIMs) and personal digital assistants (PDAs), such as Microsoft Outlook and 3Com Palm Pilot.

"PlanetAll's goal is to make staying in touch with friends and business contacts effortless," said Jim Savage, CEO of PlanetAll. "Amazon.com allows us to take the vision of PlanetAll's founders, Warren Adams and Brian Robertson, to an even larger audience. We're thrilled to join Amazon.com's world-class team that cares as deeply as we do about providing meaningful services that enrich people's lives."

"As an investor and partner, we recognized early on that this technology has enormous promise with widespread applicability," said Bob Davis, CEO of Lycos, which holds a stake in PlanetAll. "We look forward to continuing to provide PlanetAll's secure and feature-rich service to Lycos users."

PlanetAll has integrated its service within the sites of a number of Internet leaders, including Lycos and GeoCities, as well as numerous universities and professional associations. Amazon.com intends to operate PlanetAll as a wholly owned subsidiary located in Cambridge. Savage and the two cofounders will remain with the company.

Junglelee has developed breakthrough database technology that can dramatically enhance customers' ability to discover and choose from among millions of products online. To date, two of the markets Junglelee has targeted have been online retailing and online recruitment. Junglelee's customers and partners in these markets include Yahoo!, Compaq, Snap!, six of the top seven newspaper companies, and many other new-media companies. All founders of Junglelee will remain with the company.

"Junglelee has assembled an extraordinary team of people," Bezos said. "Together we'll empower customers to find and discover the products they want to buy."

"This is a significant opportunity for all of us at Junglelee to extend our technology well beyond our current base," said Ram Shriram, President and COO of Junglelee. "With Amazon.com, we can address the larger challenges of e-commerce sooner -- and on a broader scale -- than we could have alone."

Amazon.com will acquire 100 percent of the outstanding shares and assume all outstanding options of Junglee and PlanetAll in exchange for equity having an aggregate value of approximately \$280 million. Amazon.com will issue approximately 800,000 shares and assume all outstanding options in connection with the acquisition of PlanetAll and anticipates accounting for this transaction as a pooling of interests. Amazon.com will issue approximately 1.6 million shares and assume all outstanding options in connection with the acquisition of Junglee and anticipates accounting for this transaction under the purchase method of accounting. Each transaction is expected to close within the quarter, subject to customary closing conditions.

About Amazon.com

Amazon.com, Inc., offers more than 3 million book, music, and other titles, plus easy-to-use search and browse features, secure credit card payment, personalized recommendations, and direct shipping. Amazon.com has virtually unlimited online shelf space to offer customers a vast selection easily accessed through an efficient search-and-retrieval interface, as well as streamlined ordering through 1-Click (SM) technology. Amazon.com pioneered the concept of syndicated selling on the Internet and has more than 100,000 members in its Associates Program, including AOL.com, Yahoo!, Netscape, Excite, the AltaVista Search Service, the @Home Network, and iVillage.

About PlanetAll

PlanetAll provides a unique Web-based address book, calendar, and reminder service at <http://www.PlanetAll.com>. PlanetAll has 1.5 million members, and thousands of new members are joining each day to use the secure, free service to organize and automatically update information about friends, business associates, relatives, and alumni. The service was launched in November 1996, and its investors include CMG @Ventures, Arts Alliance, Lycos, and Puma Technology.

About Junglee

Founded in June 1996, Junglee Corp.'s breakthrough virtual database (VDB) technology is based on award-winning doctoral research by the company's founders at Stanford University. Junglee's first deployment was CareerPost.com, the Washington Post Company's online recruitment site, in January 1997. Junglee carries more than 15 million items in the Junglee Shopping Guide and over 90,000 job listings in its Job Canopy.

This announcement contains forward-looking statements that involve risks and uncertainties that include, among others, Amazon.com's limited operating history, the unpredictability of its future revenues, and risks associated with capacity constraints, management of growth, new business opportunities, international expansion and business combinations. More information about factors that potentially could affect Amazon.com's financial results is included in the company's Annual Report on Form 10-K for the year ended December 31, 1997, and quarterly report on Form 10-Q for the quarter ended March 31, 1998, both filed with the Securities and Exchange Commission.

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SOURCE Amazon.com, Inc.

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08/04/98

/NOTE TO EDITORS: Members of the news media may participate in a conference-call demonstration of

PlanetAll.com at 11:00 a.m.

EDT today, August 4. Call (888) 618-8003 and request Conference No. 3234077. Please go to <http://www.planetall.com> in preparation for the demonstration./

/CONTACT: Bill Curry of Amazon.com, 206-834-7180/

/Company News On-Call: <http://www.prnewswire.com> or fax, 800-758-5804, ext. 121176/

/Web site: <http://www.planetall.com/>

/Web site: <http://www.amazon.com/>
(AMZN)

CO: Amazon.com, Inc.; PlanetAll; Junglee Corp.

ST: Washington

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Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Rob Pond				51	264751
Date		Time		SessionID		Subsession		Subaccount			
04/21/2008		11:28:48		136		3					
Data Base	Dial Units	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
15	2.2130	12.35	0.00	4.35	0.00	0.00	0.00	0.00	0.00	16.70	

477	0.2160	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
710	1.1140	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16
711	0.6710	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70
756	0.2220	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
757	0.4050	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42
47	3.6640	20.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.45
Sub Totals	104.6980	\$430.58	\$0.00	\$21.43	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$452.01
Session Totals	105.1440	\$431.11		Telecom	\$20.96					\$473.48

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Just enter a command to reestablish your session

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Set      Items      Description
S1      68461165    S PD<19991119
S2      1827       S PLANETALL OR PLANETALL.COM OR PLANETALL(W)COM
S3      363724     S AMAZON OR AMAZON.COM OR AMAZON(W)COM
S4      0         S PLANETALL? ?COM
S5      0         S AMAZON? ?COM
S6      1076      S S1 AND S2 AND S3
S7      59166047   S PD<19981119
S8      296       S S7 AND S2 AND S3
S9      39        S S8 AND ((SHAR??? (5N) (BOOK OR BOOKS OR PURCHAS??? OR BUY??? OR SHOP???
OR PRIVATE OR PERSONAL OR REVIEW??? OR RECOMMEND??? OR RECOMMENDATION OR
RECOMMENDATIONS))
S10     25        RD (unique items)
S11     27        S S8 AND ((SHAR??? OR CONTROL???) (10N) (INFORMATION OR DATA OR PRIVATE OR
PERSONAL OR REVIEW??? OR RECOMMEND??? OR RECOMMENDATION OR RECOMMENDATIONS))
S12     17        RD (unique items)

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59166047 S7

363724 S3

5417036 USER

9251549 CUSTOMER

8439850 CONSUMER

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1512434 BUYER

7045340 BOOK

4618452 BOOKS

4976155 MUSIC

7702724 REVIEW

3595842 REVIEWS

1049043 RECOMMENDATION

1703139 RECOMMENDATIONS

3686 (((USER OR CUSTOMER) OR CONSUMER) OR SHOPPER) OR BUYER) (5N) ((BOOK OR BOOKS) OR MUSIC)...

S13 144 S S7 AND S3 AND ((USER OR CUSTOMER OR CONSUMER OR SHOPPER OR BUYER) (5N) (BOOK OR BOOKS OR MUSIC) (5N) (REVIEW OR REVIEWS OR RECOMMENDATION OR RECOMMENDATIONS))

? s s13 and (friend or friends or family or relative or relatives)

Processing

144 S13

2772552 FRIEND

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12158837 FAMILY

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>>>W: Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Duplicate detection is not supported for File 347.

Records from unsupported files will be retained in the RD set.

S15 8 RD (UNIQUE ITEMS)

? t s15/k/all

15/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...gain valuable inside information about market behavior that can be turned into products and services.

Amazon.com is a brilliant application of this theory, with its user book reviews, personalized recommendations, e-mail notification, and encouragement of outside communities to "open their own" Amazon bookstore. The latter program allows Amazon as well as the bookseller and the special-interest networks to share in the expanded sales potential for each item they help Amazon sell--books music and tapes and eventually much more.

"Success in the virtual community business...

...the case study outlined in great detail in the book), cars, sports, food, pets, books, family, politics, religion, hobbies, or other things lots of people are passionate about and love to...

15/K/2 (Item 1 from file: 636)

Gale Group Newsletter DB(TM)

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Family Shopping: Affiliate Programs

Merchant	Commission to Affiliates	Number of Affiliates
Select Affiliates	Sales Derived from Affiliates in 1996	

Amazon.com
15% on 300,000 titles*; 5% on 1.2 million titles*;

22.5% to the...

...Parent Soup, All About Kids Online N/A

BarnesandNoble.com 5% to 7%** 40+ CNN, Family.com,

Lycos,

Parenthood.web, Wired N/A

Book Stacks Unlimited (CUC International) 12%**; \$5 per
frequent

buyer
member** 200 Cybergrrl, Ploughshares, Mississippi

Review, Boston Book Review, Family Channel

5% to 10%

CDnow 5% to Cosmic Credit participants** 2,000 Cosmic
Credit

partners...

...Affiliate loses customer at
click-through, but maintains customer ownership. Merchant only gets
individual sale. Amazon.com
Total Purchase Entry portal site/aggregator, highly trafficked
content site Co-branded store. Leverages existing...

19980101

15/K/3 (Item 1 from file: 813)

PR Newswire

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...the fun with these new summer fun

toys through Little Caesars(R) Pizza's Summer Family Pack promotion.

PRN1 on 6/15/98

WEST SHORE GAMES - Whirl Through Willie's White...of the unique way it is absorbed into the body.

PRN1 on 6/11/98

AMAZON.COM - The ultimate music store -- Amazon.com offers 10 times the CD

selection of the typical music store at everyday savings of up to 40% --

including 30% off Amazon.com's 100 bestselling titles. Customers can

search by artist, CD title, song title, or keyword...
...14 main music

categories in nearly 300 subgenres; listen to song samples; read expert and customer reviews, interviews, essentials, and bestseller lists; get

music recommendations; and order using 1-Click technology.

6/11/98

15/K/4 (Item 1 from file: 16)

Gale Group PROMT(R)

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Abstract:

...on challenging projects with experienced colleagues. The approaches taken by Aetna US Healthcare, Parable and Amazon.com to retain IT staff are examined.

...is known as a company "technologist" in Aetna U.S. Healthcare's "technology support job family," says the company's Legacy Systems IT Area includes about 200 employees, many of whom...

...mainframe development to NT 4.0-based workstations. "It allows them to say to their friends, 'I'm working with a GUI, I'm working with a PC. I'm not...life takes me, cubes are not going be part of it.'"

Success By The Book: Amazon.com

Amazon.com, the celebrated Seattle company that helped pioneer Internet-based Commerce, has built a topnotch IT...

...of their work on the company's high-profile website and state-of-the art customer service and ordering systems. IT staffers also contribute reviews of the books, CDs, videos, DVD, computer games, and audio books sold by Amazon.com.

"A major draw for our people is tied to building a company," says Siegel, who notes that Amazon.com is still a very young business in a young industry. "Even though the last four...

...we give people the opportunity to be real owners, not just metaphorical owners," he says.

Amazon.com also draws IT people who savor the thought of working with the company's well...

...company's first employment and current vice president of research and development. According to Kaphan, Amazon.com also tries to move IT staff around the company and let them work in their...

...workplace environment helps lure those fleeing from standard corporate culture. When space permits, developers at Amazon.com are given offices with doors that close and some bring their dogs to work. A...

...attractions to moving here from distant cities is our location in seattle."

According to Kaphan, Amazon.com hasn't even had to consider the problem of employee retention. While he says there...the welfare of employees and allow them to take time off for community volunteer worker family needs such as births or illnesses, says LeBlanc.

According to Avon Barr and Shirley Tessler...

Company Names:

*Level 3 Communications Inc.; Sapient Corp.; Aetna U.S. Healthcare Inc.; Parable; Amazon.com Inc.

19981001

15/K/5 (Item 2 from file: 16)

Gale Group PROMT(R)

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...company has found a niche among music and video retailers, including

CDnow, N2K, Spree.com, Amazon.com, and E!Online. The company reportedly is in talks with Tower Records as well.
Net...

...good salesperson. 'If someone comes into the store looking to buy a CD for a friend, a good salesman will ask, 'Who does he listen to now?' and make recommendations based...

...expanded its relationship with N2K, which will use GroupLens to create a custom page of recommendations for each customer of its online store, Music Boulevard.

As it expands its Internet presence, Net Perceptions is also looking to make a...

19980328

15/K/6 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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...Mountain Book Publishers Association. Featured: 1999 calendar line; Eyeball Animation series, including Ten Little Dinosaurs,

Friends of

a Feather, Solar System S.O.S. and Drawing Pad & Handbook; also Mystery in...Fit books, including Baby Animals, Fir Words, Numbers and Things That Go; My Little Book Friends (book/plush character) including Mary Had a Little Lamb and Little Boy Blue. From Thunder...

...audio and CDs. Featured: titles by Alda Ellis, including An Angel in My Garden, Always Friends and A Mother So Dear, Susan's Special Christmas by Mason Ellis. Booth: 1068.

LANNING...The Get-Ahead Toolkit (book/CD-ROM products) with a September 1 dating. Booth: 708.

AMAZON.COM INC.

Amazon.com Inc., 'Earth's Biggest Bookstore,' is the leading online retailer of books and an exclusive...

...Yahoo!, Netscape, Excite, the AltaVista Search Service, the @Home Network and the Prodigy Shopping Network. Amazon.com offers a catalogue of 2.5 million titles, a variety of search and browse features...

...general reference books, encyclopedias and cookbooks, Featured: AMA Doctors Rx for Health Series, including Allergies, Family Nutrition and High Blood Pressure; AMA Health Care Almanac, compiled by the AMA Staff; AMA...Bill Amend; This Woman Deserves a Party and life Has No Blessing Like a Good Friend by Mary Engelbreit; Garfield 20th Anniversary Postcard Book by Jim Davis; selections from the Main...

...by Roberta Collier-Morales; The Year of Our Revolution by Judith Ortiz Cofer; Rina's Family Secret by Gloria Velasquez; The Tall Mexican: The Life of Hank Acuirre, All-Star Pitcher...Longest Coverup in American History by Gus Russo; Journey-Journaling: Recalling Your Travels for Fun, Family and Posterity by Susan I Laubach. Booths: 3734-3755.
3834-3857.

BANG PRINTING

Booth: 4283...Foods and Fasting by Carrie L'Es-perance; The Violet Forest: Shamanic Journeys in the Amazon by Foster Perry; Maya Cosmogenesis 2012: The True Meaning of the Maya Calendar End I...Psychology for Teenagers by Dale Carlson and Hannah Carlson; Living with Disabilities; Basic Manuals for Friends of the Disabled by Hannah Carlson; Wildlife Care for Birds and Mammals: Basic Wildlife Rehabilitation...

...Every Day and You're Just Like a Sister to Me, edited by Patricia Wayant; Friends for Life by Gary Morris; With God by Your Side...
You Never Have to Be...3206.

BOOKMASTER NORTH AMERICA

Booth: SP112.

BOOKMASTERS INC.

Booth: 1638.

BROOKPAGE/PROMOTION INC.

A monthly book review distributed as a consumer piece by bookstores across the country. Featured: standard and customized editions. Giveaways: free three-month...new Teens and Relationships series by Ron Herron and Val J. Peter, including A Good Friend: How to Make One, How to Be One; Who's in the Mirror: Finding the...

...Spy Preschool Game, My Very First Mother Goose Marching Game; Thomas the Tank Engine and Friends Colors and Shapes Game; Thomas the Tank Engine and Friends ABC Game; bestselling backlist titles: I Spy Memory Game; The Very Hungry Caterpillar Game; Thomas the Tank and Friends Number Game; The Maisy Game; Guess How Much I Love You Game; Thomas the Tank Engine and Friends Domino Game; Maisy's Color Game; Maisy's Counting Game. Booth: 107.

BRICK TOWER PRESS...infants through young adults. Featured: Guess How Much I Love You (pop-up edition); My Friend Bear by Jez Alborough; Bunny My Honey by Anita Jeram; Happy Birthday; Maisy and Maisy... Commitments in International Relations by Jon Hovi; Educating Children at Home by Alan Thomas; The Family and HIV Today by Robert Bor and Jonathan Elford; Sibling Bereavement by Ann Farrant; Cuba...and Ideas 21 Activities by Janis Herbert; Sense-Abilities by Michelle O'Brien-Palmer; Best Friends by Melisa Albregts and Elizabeth Cape; The Bride's Etiquette Guide by Pamela A. Lach...Phil Cousineau; Spiritual Notes to Myself Essential Wisdom for the 21st Century by Hugh Prather; Friend for Life: HOW the Love of an Animal Can Change You Forever, edited by Tony...Giveaways: galleys of Bone Fire, finished books of White House: Confidential, Night Whispers and Best Friends promotional sunglasses; custom chocolate pieces. Discounts: standard discount and terms. Special Events: cosponsor of the...by Joanne Cross; We're Having a Baby: A Welcome Baby Kit for the Whole Family by Alice Chapin and

Ernest Henry, illus. By Sarah Gibb. Giveaways: assorted kids' stuff. Booths ...Attorney for Healthcare Partnership; Small Claims Court; Trademarks & Copyrights; Traffic Court; Corporate Secretary Credit Manager; Family Record Organizer; Personnel Director; Loan Payment Tables. From Garrett Publishing: titles by Arnold S. Goldstein...Booth: 2177.

FISHER BOOKS

Specializes in pregnancy and child-care titles; also publishes books on family health, self-help, cooking, business, auto-motive subjects, nature and gardening; distributes Wharton Publishing; introducing ...best-selling author Stephen R. Covey and associates. Featured: 7 Habits Journal and 7 Habits Family Journal, both with foreword and quotes

by Covey; Quotes & Quips; First Things First Everyday; 7...and free freight (additional 5% for permanent, nonreturnable accounts). Booth: 324.

FRIEDMAN/FAIRFAX

Booth: 3048.

FRIENDS OF BOOKS AND LIBRARIES

Booth: 5052.

FRONTLIST PUBLIC RELATIONS

Booth: 3675.

FULCRUM PUBLISHING INC.

Publishes...and revised editions from the Lighthouse Series, Off the Beaten Path Series, Fun with the Family Guides, Driving the Pacific Coast, Short Bike Rides Series and Best Bike Rides Series. From...

...and/or backlist orders (10 book minimum). Booth: 2709.

GOLD CREST

Booth: 1154.

GOLDEN BOOKS FAMILY ENTERTAINMENT

Golden Books publishes classic children's books—including Little Golden Books, Little Golden Story...

...Forum Two: Body Language, Writers on Sport, edited by Gerald Early; Nola: A Memoir of Family and Madness by Robin Hemley; Central Square by George Packer; Encounters in Expendable Landscapes by...

...Me, Are You Really a Dragon? Drawings: a framed copy of Molly Meets Mona and Friends book cover. Discounts: 550/0 plus free freight. Booth: 317.

GREENERY PRESS

Booth: SP110.

GREEN...Right by Sara Diamond; Attention-Deficit Hyperactivity Disorder, Second Edition by Russell Barkley; Re-Visioning Family Therapy, edited by Monica McGoldrick; Reading Instruction That Works by Michael Pressley; Cities of Difference...The Magician's Assistant by Ann Patchett; Working Fathers: New Strategies for Balancing Work and Family by James A. Levine and Todd L. Pittinsky; All American Dream Dolls by David Haynes...Ashley Group, Better Life Press, Blommer Books, The Blood Horse, Bridge City Books, A. Capella Books, Castle Connolly Medical, Catbird Press, CCC Publishing, Chicago Review Press,

Consumer Publishing, Paul S. Eriksson, Gateway Publishing, Golden Gryphon Press, Lawrence Hill Books, Hometown, Interweave Press, James-Robert Publishing, LLH Technology, Manning Publications, Marathon Publishers, Marlor Press, Maximum...Tao of Eating: Feeding Your Soul Through Everyday Experiences with Food by Linda R. Harper; Family Puzzles: A Private Life Made Public by Linda Weltner; Return to the Sea: Reflections on...Crumb et al.; R. Crumb Checklist Violent Cases by Neil Gaiman and Dave McKean; A Family Matter by Will Eisner; Zot! by Scott McCloud; and Li'l Abner by Al Capp...

...America and Kodansha Globe; distributes Kodansha International and Japan Publications. Featured: Morn Central: The Ultimate Family Organizer by Stacy DeBroff and Marsha Feinberg; Miffy (children's series) by Dick Bruna; in...press oddities, with more than 10,000 titles in-stock from 500 publishers. Featured: Crumb Family Comics; Lust & Romance, photographs by Michael Rosen; Secret Mystic Rites: An Anthology of Work by ...by Sean Callahan; Kiki Smith by Helaine Posner. From Little, Brown Children: Three: An Emberley Family Scrapbook by Ed, Michael and Rebecca Emberley; This Land Is Your Land by Woody Guthrie...

...cocktail party for George Stephanopoulos, May 30, 6-8 p.m. Booths: 2131, 2231.

LITTLE FRIEND PRESS

Publishes children's books and theme-related merchandise from the Little Friend series. Featured: children's books by Evelyn M. Finnegan, including My Little Friend Goes to the Zoo, My Little Friend Goes to School, My Little Friend Goes to the Dentist and My Little Friend Goes to the Baseball Game; The Wishing Star by Diane R. Houghton; Too Many Toys...and William Roger Lewis; The Sacred Willow: Four Generations in the Life of a Vietnamese Family by Duong Van Mai Elliott; The Encyclopedia of Country Music: The Ultimate Guide to the...Do with Chocolate; Master Strokes: Tips for the Golfer, What Highly Effective Women Know; Best Friends; If the Shoe Fits Baby's Petite Photo Album. Drawings: in honor of PPP's...Can Make! From American Girl Library Sidelines: Hairum Scarum: A Comedy for You and Your Friends to Perform; Check Under the Bed: A Mystery for You and Your Friends to Perform; What a World!: A Musical for You and Your Friends to Perform. Giveaways: book buttons, grin pins, paperback copies of Happy Birthday Josefinal and shopping...K. Conkin; Monday Morning Quarterback: Notes from the Nineties by Jonathan Yardley; Uncollecting Cheever: The Family of John Cheever versus Academy Chicago Publishers by Anita Miller. Giveaways: chapters from Monday Morning...

...Star Wars Miniature Editions; Free to Be...You and Me and Free to Be...A Family, Twins; You Don't Know Jack; Women ...Fit books, including Baby Animals, First Words, Numbers and Things That Go; My Little Book Friends (book/plush character), including Mary Had a Little Lamb and Little Boy Blue. Giveaways: Maurice...

...Is America Beyond Reform? by Gordon K. Durnil; Pay Severance or Die by Tyler Erickson:

Family Values by Michael Bugeja; Solitary Rider by Diana Summers. Discounts: 45%; prepaid freight. Booth: SP67...Maguire and Larry L. Rasmussen; The New Insecurity: The End of tire Standard lob and Family by Jerald Wallulis; Lao-Tzu and tire Tao-Te-Ching, edited by

Livia Kohn and...Story by Colonel Archibald Gracie; The Battle of Hastings by Jim Bradbury; Jane Austen's Family by George Holbert Tucker; Kempeitai: Japan's Dreaded Military Police by Raymond Lamont-Brown; The... Unauthorized Biography by John Baxter; Grand Illusions New Decorating by Nick Ronald and David Roberts; Family Knits by Debbie Bliss; Country Style: Villa, Maison, Casa, Cottage by Elisabeth Hilliard; Impressionist Paris...Featured: new Bible products, including The New Living Translation: Left Behind fiction series; Focus on Family products; children's books.Booth: 1468.

UAHC PRESS

Publishes trade, text and reference materials of...

...T he Eagle & the Monk by William A. Jenkins and Richard W Oliver; Martin Bear & Friends by Thomas Hauser, illus. by Rowena; Muhammad Al and Company by Thomas Hauser. Booths: 3821...two divisions of the Circulus Publishing Group offer books on women's issues, home and family, spirituality, psychology, self-help and personal growth topics; distributed by Publishers Group West. Featured: Independent...

...101 Uses for a Lab, photographs by Dale C. Spartas; Cats Have No Masters-Just Friends by Karen Anderson; The Little Book of Birding by George H. Harrison; 1999 calendars. Discounts...

...games and toys. Featured: Flossy, the Tooth Fairy by Donna Keen; Some of My Best Friends Are Polka Dot Pigs and several hoard books by Sara Anderson; David.... Dreaming of Dinosaurs...how-to, children's and humor plus calendars. Featured: The Second Hay Day Cookbook, Fandex Family Field Guides, including Dogs, Cats, Trees and Presidents; The Art of Kim Anderson; Kids' Magnetic...American Literature by Barbara Curry and James Michael Brodie, illus. by Jerry Butler; Be a Friend: The Story of African American Music by Leotha Stanley, illus. by Henry Hawkins; What's ...

19980504

15/K/7 (Item 1 from file: 494)

St LouisPost-Dispatch

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Text:

What Amazon.com was to online book selling last year,

CDNow, Music Boulevard and Total E are vying to become to online music selling in 1998.

With the success of Seattle-based Amazon.com as a guide, online music stores are tweaking their online images, fattening inventories, and lowering...

...more consumers shop online.

Online music sellers are chasing the dream being lived out by Amazon.com, which in two swift years has risen from relative obscurity to become one of the best-known electronic-commerce sites on the Internet.

But...

...and artist, plus music news and reviews, audio clips, and computerized shopping assistants that make recommendations based on a buyer's tastes.

N2K, which runs Music Boulevard, purposely designed its Web site with bright colors on black background to give it...

980204

15/K/8 (Item 1 from file: 703)

USA Today

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Text:

High-tech friends consider me a Luddite just because I cling to the quaint notion that computers belong...

...with skepticism and trepidation that I visited my first on-line bookstore this week, browsing Amazon.com's (<http://www.amazon.com>) miles of virtual aisles.

A few clicks and I was welcomed to ``earth's biggest...

...a novel, *Dancing at the Rascal Fair*, brought up Doig's essay on how the book came to be and a review from a satisfied customer who wrote: ``This book grabbed me by the throat and wouldn't let go.''

A few more clicks and...

...hours after I ordered it! Not bad, but what if I just wanted to browse?

Amazon.com is filled with recommendations. It touted six books of the day. The ``undiscovered'' choice was...

...fiction,'' including Bad Vibes by Alberto Fuguet, a young writer who's popular in Chile. Amazon.com could be a boon for unknown authors and small publishers.

Then there's a feature...

...mail, about new books by any author or subject.

I began to realize why a friend buys her books on line, visiting Barnes & Noble and Borders for the latte.

But if I was impressed, I was not converted. Amazon.com may be user-friendly and convenient, especially for anyone who doesn't live near a...

Descriptors:

AMAZON.COM; BOOK; INTERNET; REVIEW; STORE

970508

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Processing

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59166047 S7

363724 S3

5417036 USER

9251549 CUSTOMER

8439850 CONSUMER

222274 SHOPPER

1512434 BUYER

10413972 MEMBER

7702724 REVIEW

3595842 REVIEWS

1049043 RECOMMENDATION

1703139 RECOMMENDATIONS

172062 ((((((USER OR CUSTOMER) OR CONSUMER) OR SHOPPER) OR BUYER) OR MEMBER)(5N)(((REVIEW OR REVIEWS) OR RECOMMENDATION) OR RECOMMENDATIONS))

S16 306 S S7 AND S3 AND ((USER OR CUSTOMER OR CONSUMER OR SHOPPER OR BUYER OR MEMBER)(5N)(REVIEW OR REVIEWS OR RECOMMENDATION OR RECOMMENDATIONS))

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Processing

100 S17

2772552 FRIEND

4407699 FRIENDS

12158837 FAMILY

3355966 RELATIVE

956999 RELATIVES

1447 COMMUNITY

3016139 COMMUNITIES

1398839 CIRCLE

S18 34 S S17 AND (FRIEND OR FRIENDS OR FAMILY OR RELATIVE OR RELATIVES OR COMMUNITY OR COMMUNITIES OR CIRCLE)

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>>>W: Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Duplicate detection is not supported for File 347.

Records from unsupported files will be retained in the RD set.

S19 23 RD (UNIQUE ITEMS)

? t s19/k/all

19/K/1 (Item 1 from file: 15)

ABI/Inform(R)

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Text:

...The important point here is that what causes the powerful opportunity in an interactive medium, relative to one-way medium, is the ability to provide a mutual communication. Given this, the...a selection of available discs" (O'Keefe, 1995). Another good example in this respect is Amazon Bookstore[3] offering a lot of relevant and interesting information such as: best-sellers, award...commercial success in the on-line market will belong to those firms that organise electronic communities to meet multiple social and commercial needs. According to Kierzkowski et al. (1996, p. 17...

...virtual relationships again elsewhere. This explains the growing emphasis among digital marketing application developers on communities of interest". Armstrong and Hagel (1996) categorised the various types of electronic communities into four distinct categories: communities of transaction facilitate buying and selling of services and products and deliver the relevant information (e.g. car caring); communities of interest bring together participants who interact with one another on specific topics (e.g. gardening); communities of fantasy where they create new environments, personalities, or stories; and communities of relationship around certain life experiences that often are very intense and can lead to...
...The concept of interactivity can be clarified better by the notion of the on-line communities. Armstrong and Hagel (1996) noted the examples showing the interactivity of consumers in on-line communities. In an Internet-based community for parents, for instance, parents can turn to the community...place" than at a competing

site that allows only for transactions.

However, in marketing, electronic communities will slowly emerge as a dominant paradigm in the near future. In this respect, one...an interaction or a transaction. This can happen by providing customers with convenience-oriented content, communities of interest, links to other sites, and so on.

- (3) Retain users and ensure they...

...and never before have so many people been exposed to and used a single information-sharing system. The increasing popularity of the Web has generated significant interest in the development of...

...s Classical Music' is hosted on the Web at the URL:
[http://classicalmus.com]]

3 "Amazon Bookstore" is hosted on the Web at the URL: [http://www.amazon.com]]

4 Yahoo is available at the URL: [http://www.yahoo.com]]

5 Lycos is available...further reading

1. Armstrong, A. and Hagel, J. III (1996, "The real value of online communities", Harvard Business Review, May-June, pp. 134-41.

2. Benjamin, R. and Wigand, R. (1995...

...pp. 5-14.

6. Blattberg, R.C. and Deighton, J. (1996, "Manage marketing by the customer equity test", Harvard Business Review, July-August, pp. 136-44.

7. Blattberg, R.C., Glazer, R. and Little, J.D...

...63-75.

13. Hagel, J. III and Rayport, J.F. (1997, "The coming battle for customer information", Harvard Business Review, January-February, pp. 53-65.

14. Hamill, J. and Gregory, K. (1997, "Internet marketing in...

19/K/2 (Item 2 from file: 15)

ABI/Inform(R)

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Net Gain: Expanding Markets Through Virtual Communities

Abstract:

Net Gain: Expanding Markets Through Virtual Communities by John Hagel III and Arthur G. Armstrong is reviewed.

Text:

Net Gain: Expanding Markets Through Virtual Communities

By John Hagel III and Arthur G. Armstrong

Harvard Business School Press 1997, 233 Pages...

...New York office teamed up to write a book on the emerging role of virtual communities in expanding markets, and the Harvard Business School Press published it, everyone in business took...

...As more ways develop for consumers to discuss and evaluate goods and services in online communities, which are being formed in any case, vendors will have to have a strategy for response.

Vendors who learn to capitalize on the dynamics of online

communities will have huge advantages over their competitors in terms of geographic reach, market information, customer...

...organizers, entrepreneurs, and the established marketers themselves taking on a new role. They will envision communities that can be viable markets and provide them with many needed services as well as...

...users into a virtual community where they can discuss widgets and anything else that they share in common. Members have access to information about lots of widgets of many brands, including...

...Hagel and Armstrong say, since the most promising arenas might soon be spoken for. Virtual communities undermine the initial advantages of scale, but later benefit from it. If action is taken...

...presence on the Net are still quite low. The costs for market entry will increase sharply with time and when the fledgling market/communities begin to grow.

But what is a virtual community? America Online, the first thought that comes to mind and certainly a company that has understood the dynamics of online communities and has benefited greatly from their market-making power, is apparently not what the authors mean. It is too broadly based and unfocused for their definition. Some of the specialized communities within AOL come closer-members of The Motley Fool investment community, for example.

The kinds of virtual communities Hagel and Armstrong advocate

companies to form are a far cry from the spontaneous ones...

...the future, and certainly that most information about goods and services will be available there.

Communities will grow, the authors say, if there is seeding (encouraging innovation within), feeding (providing resources so that communities can pursue their own desired directions), and weeding (pruning dead wood and removing obstacles). Communities will evolve through stages, from virtual villages, to constellations of communities affiliated with one another, to aggregations of complementary core communities, and finally to "integrated infomediaries" working on behalf of their members who control their own member profiles.

Net Gain's kind of virtual communities are not merely channels for crass commercialism but serve a social purpose that is quite risky. Communities where members can have no-holds-barred discussions of products and services could be very...

...gain valuable inside information about market behavior that can be turned into products and services.

Amazon.com is a brilliant application of this theory, with its user book reviews, personalized recommendations, e-mail notification, and encouragement of outside communities to "open their own" Amazon bookstore. The latter program allows Amazon as well as the bookseller and the special-interest networks to share in the expanded sales potential for each item they help Amazon sell--books music and tapes and eventually much more.

"Success in the virtual community business...

...the case study outlined in great detail in the book), cars, sports, food, pets, books, family, politics, religion, hobbies, or other things lots of people are passionate about and love to share with others. But not toothpaste or dental hygiene. Even if a workable niche for the...

...made of the crucial role "personalities" or leaders with charisma have played in existing virtual communities. Little is said about the critical role of skilled and trusted moderators in maintaining an online community. The book also minimizes the challenge of dealing with people's paranoia about sharing personal information. Besides, contrived communities have a false ring about them. The chemistry would have to be just right for...

...book is also a potent argument for not pulling the plug too soon on flourishing communities that are not yet turning a profit for their sponsors.

The book is heavy on...

...examples, in part because the authors state that models of the kinds of ideal virtual communities they envision do not yet exist. This makes the content of the book quite speculative...

19/K/3 (Item 3 from file: 15)

ABI/Inform(R)

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Text:

...remotely experience products and services, actively participate in dynamic customization, and create mutually reinforcing customer communities.

The asset configuration vector (virtual sourcing) focuses on firms' requirements to be virtually integrated in a business network, in sharp contrast to the vertically integrated model of the industrial economy. Firms using the Internet for...

...value. The third stage focuses on the interorganizational network to design and leverage multiple interdependent communities for innovation and growth.

These three vectors have traditionally been independent: they focused on isolated...

...is to ensure internal consistency across the three vectors and benchmark a profile of virtualness relative to competitors and referent companies in the marketplace. External benchmarking becomes critical as companies experiment...properties (www.century21.com), or reviewing video news clips (www.cnn.com). Moreover, virtual consumer communities -- which alter the traditional consumer role -- are emerging.'

Corporations face new strategic questions: What are...

...under conditions of greater customer pull and fine-grained segmentation? Should we actively create customer communities or participate in them unobtrusively? To address these and related questions, we delineate three stages of customer interaction: remote experience of products and services, dynamic customization, and customer communities.⁷

Remote Experience of Products and Services

To understand this stage, let us examine Sears...Web site operators can match users with similar profiles and make recommendations based on their shared interests. The automated collaborative filtering process lets users receive real-time, personalized listings for items...

...in personal computers, Dell is clearly leading with its dynamic

customization offering. Dell's success relative to others within the computer industry is attributable to its ability to develop an entirely...

...detailed personal information. Marketers will focus on assembling for modules that deliver customized solutions. Customer Communities
The most profound aspect of interaction in the virtual model is the emergence of electronic customer communities. These communities signal a power shift from manufacturers to customers: the communities are information-gathering and information-disseminating conduits. Previously, in the industrial economy, consumers could not...

...linked together across time and space.

Hagel and Armstrong offer five defining characteristics of virtual communities: distinctive focus, capacity to post their content for access to the wider community, appreciation of...

...a virtual community that incorporates all five of the defining characteristics." We contend that customer communities can exist with only the first three characteristics. The last two characteristics competing offerings and commercial orientations apply to only a subset of communities.

Some customer communities reflect strong commitment to brands. Harley-Davidson's site (www.harleydavidson.com) houses the Harley Owners Group (HOG) - a Web site for Harley owners to share their stories and pictures. This community does not overtly create new product sales but does...www.theminingco.com). The Intel Pentium chip case exemplifies the role and power of customer communities even when an organization does not sell its products directly to the end user. The...

...cooperatives, individuals within a customer community retain their rights about brand preferences and purchase decisions.

Amazon.com (www.amazon.com) is often touted as an example of how to leverage the power of customer communities. Amazon has created a virtual bookstore with minimal physical assets and a particular focus on customer relationships. Will Amazon fade away as other serious competitors like Barnes and Noble (www.barnesandnoble.com), Borders (www.Borders.com), and Microsoft (www.books.com) enter the fray? As long as Amazon is able to orchestrate a tight-knit community of avid readers, who create and distribute...

...form of reviews), competitors will have difficulty dislodging and disintegrating this community. The challenge for Amazon.com is to provide balanced reviews rather than only favorable ones.

Consumer communities are in the early stages." Nevertheless, they could exercise significantly greater power in the future and transform

the role of marketing. Should marketers orchestrate customer communities for their own products or involve a third party? Companies such as Intel, Harley Davidson...

...owners.toyota.com/entrance.html) and Apple Computer (www.apple.com/usergroups) are forming customer communities around their products and brands.

At the same time, some communities form without the involvement of major sellers. For instance, photography (www.photoshopper.com), automobiles (www...

...credibility largely due to their lack of ownership links to product and service providers. These communities must generate and maintain the consumers' trust as they collect personal information while providing value-added services.

As virtual organizing becomes more widespread, companies must recognize communities as part of the value delivery system and respond appropriately in their strategies.

Questions for...

...virtually connect with your customers that focuses on capturing information and leveraging knowledge? This contrasts sharply to setting up a distribution system that focuses on efficiently distributing products and services.

Have...

...plan to be a passive participant or an active orchestrator in dealing with emerging customer communities?

* How are you assessing your progress in the customer interaction vector as the marketplace demands...

...corporation to succeed, it must be closely linked with its suppliers as to create a shared destiny.... Ultimately, even the boundaries

between them will become indistinct." Goldman et al. highlight the...its ability to adapt this network to changing market and competitive conditions.

As part of Amazon's attempt to create a powerful business model, it is orchestrating affiliated sites as associates...

...own bookstores on their Web sites or place banners and logos to direct traffic to Amazon's site. In return, they receive a commission on books purchased through their referrals. For instance, a search on AltaVista triggers an opportunity to order books on the selected topic.

Amazon's success will be significantly affected by its ability to centrally position itself in the...

...does not dominate all others in a network. Thus every firm balances its leadership position relative to one set of resources, with secondary roles related to other complementary resources. For instance...

...promoting its own Funds Network as an alternative. Those companies that can carefully analyze their relative dependence on other players in their resource coalition and ensure their unique capabilities will be...

...equity far greater than its level of resource deployment.

Shifting Value Drivers. The importance and relative priority of resources changes over time. IBM, Apple, and Motorola pooled their resources to create...reservation system, Sabre, so sales representatives could develop target promotional programs to increase its market share and profitability.³² Merrill Lynch's success is attributed to its ability to codify and...facilitate team-level coordination and exchange of information and knowledge. Teams develop effective routines for sharing knowledge and expertise. Consulting companies have created successful models of knowledge sharing within teams that are not in the same time zone. Pharmaceutical companies have deployed new...
...the people working on a field in the North Sea to talk directly and to share experience with the people working offshore on a field in the Gulf of Mexico 5...

...than thirty of their partners and suppliers through a virtual team platform, desktop collaboration, information-sharing tools, and videoconferencing. Through coaching, BP has been able to transfer tacit knowledge across boundaries...be replaced with a more specific contract linked to the leverage of expertise.

Emergent virtual communities serve as a primary mechanism for collecting and legitimizing knowledge and expertise. The Motley Fool (now.fool.com) is one example; more such communities will likely emerge.

Amazon is strategically positioning itself in the knowledge network to include book reviewers and critics, technology developers who constantly push Amazon to the cutting edge of the Web platform, logistics experts who optimize the physical distribution of books, and sociologists who study the emerging patterns of electronic communities. Amazon needs a wide range of expertise if it is to be at the top of...

...same customers. Its ability to leverage the knowledge and expertise of its community might help Amazon maintain its leadership position.

Questions for Managers

Does your organization recognize the importance of knowledge...

...expertise within a community relevant for your business? What is your position in the community, relative to your competitors?

What qualitative and quantitative indicators are you adopting to better leverage knowledge...

...systematic approach to recognizing and responding to shifts in what drives value. Microsoft, Intel, Starbucks, Amazon.com, Yahoo!, BP Exploration, and others are focusing on knowledge as drivers of their business capabilities...

...earlier and provide useful information for enhancing product value. More importantly, participating in the customer communities enables a company to be in the midst of information flows about new product features.

5. Navigating across multiple communities. Market leaders are differentiated by their ability to position themselves in a network of communities --customer communities

, resource coalitions, and professional communities. Companies need to play various roles within these communities -- sometimes active, otherwise passive; setting rules sometimes while following rules at others; and competing and ...

...under increased uncertainty. Leaders are differentiated by how they allocate critical resources. Under conditions of relative certainty, companies can adopt predictable models of resource allocation (for example, the discounted cash flow...

...Assessing performance along multiple dimensions. Managers should move away from static, myopic metrics like market share, as they become meaningless with changes in market definition. Similarly, they should supplement accounting metrics...

...metrics like EVA (economic value added), MVA (market value added), and metrics that capture the share of new wealth creation. Clearly, Yahoo! and Amazon.com are not successful if we look at their profitability numbers but are successful from a...also thank Lee Sproull for stimulating our thinking about knowledge networks and the role of communities and PR. Balasubramanian for useful comments.

Reference:

m 1. P. Drucker, Post-Capitalist Society(Oxford...

...6. See J. Hagel III and A.G. Armstrong, Net. Gain: Expanding Markets through Virtual Communities (Boston: Harvard Business School Press, 1997). * 7. When we refer to customer, we include both...

19/K/4 (Item 4 from file: 15)

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Text:

...home shopping. A growing number of people are time constrained by obligations to work and family (Schor 1989). Individuals who are sick, disabled, or elderly may not have the ability to...EVOLVE?

The factors that drive total retail sales differ markedly from those that determine the share of any particular shopping medium (such as the Internet, television shopping channels, kiosks, catalogs, toll...retail sales that will be captured by the Internet, it is necessary to identify the relative advantages of Internet-based marketing over conventional retailing both now and in the future. Several...

...retailers can enhance their future prospects by building on their strengths and overcoming potential weaknesses relative to Internet-based shopping.

Convenience

In a survey of 220 consumers from Austin, Texas, Jarvenpaa...these are the same advantages that are driving the expansion of Internet-based retailers like amazon.com, now with 2.5 million book titles, and CUC International's netMarket, an on-line...

...customizing marketing programs for individuals. As noted earlier, this puts retailers at a distinct disadvantage relative to those electronic retailers who can adjust their marketing programs in real time to match...of Pennsylvania's Wharton School. His articles have appeared in various journals, including Harvard Business Review, Journal of Consumer Research, Journal of Marketing, International Journal of Research in Marketing, and Marketing Science. He is...

19/K/5 (Item 5 from file: 15)

ABI/Inform(R)

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Text:

...IHS:

* faithful reproduction of descriptive and experiential product information,

* a greatly expanded universe of offerings relative to what can be accessed now through local or catalog shopping, * an efficient means of... allow immediate delivery.

It is important to clarify our orientation and assumptions before discussing the relative merits of these retail formats in detail. First, our analysis assumes that technology has developed...

...types of merchandise that can be sold successfully; product, situation, and consumer characteristics affect the relative weights of these benefits when consumers select a format (Day, Shocker, and Srivastava 1979; Dickson...

...achieve a superior fit by visiting a store (as when buying a gift for a relative in a distant city).

* Catalogs dominate current Internet retailers. It is therefore unsurprising that there...

...of delivering merchandise in small quantities to individual consumers. It is premature to assess the relative efficiencies. Using catalogs and electronic grocery shopping (e.g., Peapod [Donegan 1996] as guides, however...that the salesperson was the most useful information source consulted, outstripping Consumer Reports, advertising, and friends (Wilkie and Dickson 1985).

Conversely, catalogers, discounters, and present Internet retailers are forced to make...Gateway have a customer mix dominated by experienced users (Templin 1996).

Similar principles govern the relative advantage or disadvantage of store-based retailers relative to nonstore retailers that sell through catalogs or IHS. For example, critical information in the...

...information could be conveyed more effectively electronically than in-store. For example, the electronic bookseller Amazon (<http://www.amazon.com>) has space for customers to post their own reviews of books, with positive word of...1980); experts know what levels of an attribute are attractive without having to rely on relative information to make that assessment (Mitchell and Dacin 1996). It is argued that effort looms...be met with new formats that disseminate information (Bakos 1991). Therefore, an electronic version of Consumer Reports could emerge that makes recommendations and informs consumers of where to find the best deal.

In the remaining portion of...more vulnerable to IHS than are other retail formats. Interactive home shopping retailers and catalogers share the same limitations in terms of delivery timing and providing information about experience attributes; interactive...

...the ability of currently successful catalogers to adapt to IHS can be expected to vary sharply, depending on the strategy the catalog retailer has used to establish competitive advantage. For example...

...are search attributes in a store but experience attributes in IHS, (2)

capitalize on their relative advantage in providing information tailored to the needs of specific customers, (3) emphasize the

noninformational...406-16.

Armstrong, Arthur and John Hagel III (1996), "The Real Value of On-Line Communities," Harvard Business Review, 74 (May/June), 134-41.

Anderson, Christopher (1995), "The Accidental Superhighway: A...

19/K/6 (Item 1 from file: 275)

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Abstract: ...Among the best Web sites for commerce are the Abe Owners' Network for real estate, Amazon.com for books, American Greetings for personalized greeting cards, the Internet Mall for products of all...

...while looking at a listing, and find school information and property mapping for most listings.

Amazon.com

www.amazon.com

With over 2.5 million titles, this massive online bookstore keeps getting better. Everything is...

...popular and up-and-coming titles. You can search with ease by keyword, and lately, Amazon.com has been redesigning the site to provide even more speed and simplicity: One-click ordering...

...to resist. Also new are lots of personal-recommendation features, including a list of books Amazon recommends based on your previous purchases. Barnes & Noble's arrival online has forced Amazon to improve, and it has outdone itself.

American Greetings

www.americangreetings.com

Much more than...

...time you might spend squinting and getting black fingertips, you can locate a refrigerator, time-share, PC, or concert ticket and toss it into your shopping cart. But Classifieds 2000's...

...orders 24 hours a day and ship automatically.

Firefly

www.firefly.com

You trust your friends to recommend CDs or movies because they know your tastes, but the Web can learn...visit Firefly-enabled sites, you can get recommendations and advice and bond with people who share your interests. (Softbank, the parent company of Ziff-Davis and PC Magazine, is an investor...in. You can rate any CD you see and start

virtual friendships with others who share your musical tastes. (Softbank, the parent company of Ziff-Davis and PC Magazine, is an... specific services anywhere in the country. BigBook also gives you nationwide street maps, third-party reviews, and customer ratings of businesses with which you might be unfamiliar--features you definitely won't find...check out the local Yahoos! for major cities, and stop off at Yahoo! Chat to share your views. The kids will get a kick out of Yahoo!igans! listings, and there are...

19980210

19/K/7 (Item 2 from file: 275)

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...agent call you back.

Atevo does a better job with helping its customers interact to share information about their travel experiences. It has a bulletin board, called Travelers' Exchange, where travelers...In case you're interested in travel books, you'll find plenty of links to Amazon.com, and a travel-news area offers a timely if random assortment of articles, broken down...site includes an array of travel information from Worldview Systems Corp., parts of which are shared by some other ITN members and almost all of which are also found in Flifo...country. It also has more technical information about the weather to impress even your meteorologist friends.

If you're traveling outside the U.S., go to the U.S. State Department ...

...are usually on target. dine.com (www.dine.com) also has a good list of user-submitted reviews of restaurants nationwide, although some cities (such as San Francisco) are much better represented than...

19980106

19/K/8 (Item 3 from file: 275)

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...promote their products and services. Here, 11 entrepreneurs invite you to their home pages and share the secrets of their sites'success.

ONLINE EXTRAS Check out our small-business site of...of these three types of sites (informational, interactive, or commercial) is right for your business. Circle the one answer to each question that best describes your business, customers, and goals. Then...biggest hope in establishing a Web site is that it will...

a. Become the next Amazon.com and make me a

millionaire.

- b. Become my primary source of business.
- c. Contribute directly...

...content may change frequently, depending on the depth of information you're seeking

- * Requires periodic review of new customer information

EXAMPLES

- * Nashville Wraps: www.nashvillewraps.com

- * T Cell Sciences: www.tcell.com

- * ElectroHome: www...Mizel, an Internet marketing consultant and

author of The Online Marketing Letter newsletter, suggests you share that passion with like-minded Netizens and make a profit while you're at it ...a local parents' Web site would probably get a warm reception if you're a family counselor, teacher, nurse, or psychologist. Offer tips, research, and community news. You can even provide a place for parents to chat and share experiences--for a subscription fee. Your main source of revenue comes when visitors look to...want to use a global medium to gain local clients? Then I started talking to friends and colleagues with Internet access who were enthusiastic about the power of the Web, and ...a scanned image despite the warnings, and it opens, albeit very slowly. I manipulate, crop, sharpen, and brighten the image. I follow the instructions for importing this image but I find...

...code to increase my design prowess. My job barely leaves me enough time for my family, and now I have to learn HTML? Together, we open my home page document and...site be placed in their Arts and Architecture links.

DAY 10: So I Told Two Friends

I e-mail my Web site address to a few friends and relatives, and their congratulations and suggestions start pouring in. One helpful note recommends using a larger...my computer.

HP Scan Jet 5pSE (Hewlett-Packard, 800-Scan Jet; \$399 street), which a friend allowed me to use.

Elements of Style

What's a well-dressed Web site wearing...

19970600

19/K/9 (Item 4 from file: 275)

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...associate editor in charge of this story, and JAY MUNRO was the project leader.

Commerce

Amazon.com

www.amazon.com

Want to see the world's largest bookstore? You'll have to imagine the

over 1 million books in your head as you visit Amazon.com for a truly unique shopping experience. Instead of strolling the aisles looking for what you...

...at least 10 percent, so you're saving, too. Best of all, you can ask Amazon.com to e-mail you whenever a book matching your particular interests arrives in stock. The...

...and don't like. You can meet kindred spirits in chat rooms designed to build communities of like interests. (Softbank, the parent company of both PC Magazine and Ziff-Davis Publishing...And if you're interested in networking, you can easily scan through the associations and communities link.

JC Penney

www.jcpenney.com

JC Penney has been a shopping staple for more music lover's profile and meet other Tunes members who share your interests, and browse through the personal music picks of the rich and famous.

Computing...

...options, use an automated tech-support expert system, and even check your order status online.

Family Tree Maker

www.familytreemaker.com

Genealogy is the perfect hobby for the Web; it demands...

...far-reaching communication. Broderbund has neatly integrated the latest version (3.4) of its popular Family Tree Maker package with a Web site that is quickly becoming an important clearinghouse for...

...posted. There isn't much raw data here yet (you still have to buy the Family Tree Maker CDs to dive in), but as a jumping-off point, it can't...catering, outdoor dining, and, if you can believe it, much more). If you want to share your favorite watering hole with the rest of the Internet community, you pass it along...

...customize the site, but it never departs from its educational mission--whether dealing with jazz, sharks, or technology. The information is so well compiled you can successfully do real research, especially...and varied: One day, you could be reading a story documenting the adventures of a family that's sailing around the world with a laptop and posting updates, and the next...the Virtual Dorm, a "Real World" on the Web; add your picture to the Chat Family Photo Album; and visit various chat rooms and message boards. With all this witty banter... makes it possible to watch the space shuttle take off again or critique with your friends President Clinton's last State of the Union address. You can download the NewsPager, a...services anywhere in the country. BigBook also gives you nationwide street-level maps, third-party reviews, and customer ratings of businesses with which you might be unfamiliar--features you definitely won't find...A.

Four11

www.four11.com

If you've ever tried to contact a long-lost friend or plan a family reunion, you know how difficult it can be to track down someone who's been...but clever Shockwave-powered games that you play inside your browser window.
Find an Old Friend
Bigfoot
www.bigfoot.com
An e-mail-address finder, Bigfoot offers security features and the...

19970218

19/K/10 (Item 5 from file: 275)

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...Web sites) (includes related articles on Microsoft Travel Products Group Product Mgr Rich Barton, on Amazon.com Books founder Jeff Bezos, and on E*Trade executives Pam Kramer and David Ewing)
(Internet...

Abstract: ...contracts, but it is now a secure public online commerce network connecting suppliers and buyers. Amazon.com Books claims to offer more than 1.1 million titles. Manheim Auctions' Manheim Online connects...

...links to weather sites, a currency converter, an adventure magazine and forums where users can share travel tips. The site also includes

frequent flier mile deals and some discounts.

Expedia is...used Java, JavaScript, HTML and Perl.

A Bookstore That's Truly One in a Million

Amazon.com was conceived entirely for the online experience, and it shows. It's a comprehensive bookstore...

...Those million books aren't stored in an abandoned Boeing hangar somewhere; instead, Seattle-based Amazon.com electronically contacts publishers when it receives orders for their books. Their business model delivers value...

...by the Web--they're more than just an electronic implementation of a book store.

Amazon.com is a "high-touch" site that is engineered with the customer in mind. It allows...

...browse but also provides significantly more information than you could receive at a conventional bookstore. Amazon.com provides book jacket synopses and review blurbs, for example. Amazon.com will notify you by E-mail when its intelligent agents uncover a new title by...Moad and Rusty Weston

Related article: Bringing Their Act To the Road

Rich Barton's friends--particularly his Microsoft Corp.

buddies--thought he was nuts when he left his position as...use it in a few months. That's because the 32-year-old founder of Amazon.com Books recently moved so he could be closer to his Seattle company, which claims to...

...medium term, you have to offer a service that simply cannot exist without the Web."

Amazon.com offers 1.1 million titles. According to Bezos, the largest physical book store in the...

...he said. "Similarly, you cannot offer a paper catalog with 1.1 million titles." If Amazon.com were to print its catalog, it would be the size of seven New York phone...

...t miss Wall Street at all. I love what I'm doing here," said Bezos. Amazon.com has given ...READ: "The Truth Machine," by James Halperin. "I bought it because it had gotten great customer reviews on our Web site...to set up a system that allows for constant upgrading," she said.

Ewing said a relative lack of tools in the early days of development wasn't a problem. "You have..."

19970106

19/K/11 (Item 6 from file: 275)

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...bps. Established 11/92; no fee. A public file and message base for the IBM family of computers. Strictly public-domain and shareware files.

Hattiesburg 268-8871. Camelot; sysop Thomas Pullens...at up to 38400 bps. Established 10/92; \$8 monthly. A board for the entire family. InfoNet region hub and InterBBS hub. Also adult.

Billings 652-5244. The Cave BBS; sysop...03 with Supra at up to 2400 bps. Established 04/91; no fee. "Where New Friends Meet." Lots of games. Send us your picture & we'll make you a GIF.

Saddle...WildCat 3.0 with Cardinal at up to 2400 bps. Established 08/91; no fee. Family, military, school reunions; technical employment in the USA and Europe; buy, sell, swap.

Sayreville 254...Established 01/93; no fee. A general BBS with support for amateur radio. Lots of share programs for all applications, games, more.

Rome 336-3297. Odyssey BBS; sysop John Newton. 1...3.0-m with Infotel at up to 38400 bps. Established 07/87; no fee. Family type. SL-Net #250:501/0. NEC official support site. With Remote Image Protocol ability ...

...3.60M with US Robotics at up to 14400 bps. Established 05/86; no fee.

Family-oriented. 60+ doors, many files, active conferences, node 2:
733-6469.

Freeville 844-9216. The...at up to 57600 bps. Established 01/91; no fee. VGA realtime graphics & animation/mouse. Family fun with 2200Mb shareware. RoboBoard NE USA distr.

Hemlock 367--3652. Constellation Orion BBS! sysop...x with Generic at up to 2400 bps. Established 04/89; no fee. General-interest, family areas separate from adult areas.

Milton 795-5199. The Dragon's Den; sysop Keith Dombrowski...

...ROM w/6000+ files. Doors, conferences, games, etc. Fido/Skynet soon.

Orangeburg 365-6176. Gain Share BBS; sysop Ken Whittaker. 1 line--286; 870Mb running WildCat 3.01s with Twincomm at...2.2M with Infotel at up to 2400 bps. Established 07/85; no fee. Friendly, family-oriented. IBM, Apple, Commodore, Tandy/TRS-80 computer SIGs. Humor, SWL, genealogy, collectibles. SIGs.

Washington...

...support and file section, 4 lines, FidoNet 1:3628/11.

Wilmington 686-4932. The Druid Circle; sysop Aises the Joker. 2 lines--Unix; 340Mb running Coconet VGA BBS 3.2 with...for extended use of BBS. CD-ROM, GIFs, utilities, doors, more!

Portsmouth 353-7620. The Amazon BBS!; sysop Timothy Hileman. 2 lines--486; 6000Mb running WildCat 3.55P with US Robotics...DLX 5.51 with Supra at up to 2400 bps. Established 09/91; \$10 monthly. Family chat board for ages 13-adult. E-mail message bases, games, and magazines, files.

Portland...bps. Established 07/92; no fee. Scrabble, TradeWars, many games. 2 lines coming soon! A family-oriented board!

Royersford 948-4089. The OS/2 Source BBS; sysop Ben Bowers. 1 line...Robotics at up to 16800 bps. Established 09/91; no fee. INTELEC, NaNet, City2City, HareNET, Friends echomail conferences. 4 CD-ROMs. 2+Gb, games.

Erie 825-1731. Tim's BBS; sysop...with AT&T at up to 38400 bps. Established 12/92; no fee. A friendly, family-oriented BBS run from our Baskin-Robbins ice cream store. OmniNet; ELVIS-LINK; more.

South...

...with US Robotics at up to 14400 bps. Established 04/90; no fee. Pro-life/family. 45 min, files, messages first call. CD-ROM. Tomcat mail door. USR/DS modem.

Fountain...12/91; no fee. First real online art gallery! 9600 baud by dish! See Computer Shopper review (11/92, pg. 774) now!

N. Charleston 760-9630. Broadcast BBS; sysop Max! Apex. 1...14400 bps. Established 09/90; no fee. All Scouts, Order of the Arrow, leaders, parents, friends. Troop 40 Computer Scouts User Group.

Lewisburg 359-8140. The Electronic Forum; sysop Tim Harrison...for everyone. Conferences/teaching/files/doors.

Vidor 769-4249. Wayne's World BBS; sysop Wayne & Sharon Belvin. 1 line--386; 2000Mb running WildCat 3.6m with US Robotics at up to ...05/89; no fee. 100000+ files. Adult sctn. Fido/Kink/53 adult conf. Home of FAMILY...6.03 with US Robotics at up to 14400 bps. Established 03/90; no fee. Family centered, 14.4K modems on all lines. Free demo

time upon signup and 10 CD...up to 14400 bps. Established 06/92; no fee.
Private BBS for our customers and friends. Price lists, CD-ROM
catalogs. Order entry system. More.

Sant Feliu de Llobregat (Barcelona) 343...

19930700

19/K/12 (Item 1 from file: 636)

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Family Shopping: Affiliate Programs

Merchant	Commission to Affiliates	Number of Affiliates
Select Affiliates	Sales Derived from Affiliates in 1996	
Amazon.com	15% on 300,000 titles*; 5% on 1.2 million titles*;	
	22.5% to the...	
...Parent Soup, All About Kids Online	N/A	
BarnesandNoble.com	5% to 7%**	40+ CNN, Family.com,
Lycos,		
Parenthood.web, Wired	N/A	
Book Stacks Unlimited (CUC International)	12%**; \$5 per	frequent
buyer member		
** 200	Cybergrrl, Ploughshares, Mississippi	
Review, Boston Book Review, Family Channel		
5% to 10%		
CDnow	5% to Cosmic Credit participants**	2,000 Cosmic
Credit		
partners...		

...Affiliate loses customer at
click-through, but maintains customer ownership. Merchant only gets
individual sale. Amazon.com
Total Purchase Entry portal site/aggregator, highly trafficked
content site Co-branded store. Leverages existing traffic at
affiliate site to encourage shopping and impulse buys. Affiliate
and merchant share customer at co-branded store.
BarnesandNoble.com
Lifetime Value of User (Multiple Purchases) Aggregator, content...

19980101

19/K/13 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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...Mountain Book Publishers Association. Featured: 1999 calendar line;
Eyeball Animation series, including Ten Little Dinosaurs, Friends of
a Feather, Solar System S.O.S. and Drawing Pad & Handbook; also Mystery
in...Fit books, including Baby Animals, Fir Words, Numbers and Things That
Go; My Little Book Friends (book/plush character) including Mary Had
a Little Lamb and Little Boy Blue. From Thunder...

...audio and CDs. Featured: titles by Alda Ellis, including An Angel in My
Garden, Always Friends and A Mother So Dear, Susan's Special
Christmas by Mason Ellis. Booth: 1068.

LANNING...in the U.S. by Watson-Guption Publications. Featured:
Winning the Divorce War by Ronald Sharp; The Internet Research Guide
by Timothy K. Malloy. Discounts: free freight on orders of 25...

...The Get-Ahead Toolkit (book/CD-ROM products) with a September 1 dating.
Booth: 708.

AMAZON.COM INC.

Amazon.com Inc., "Earth's Biggest Bookstore," is the
leading online retailer of books and an exclusive...

...Yahoo!, Netscape, Excite, the AltaVista Search Service, the @Home
Network and the Prodigy Shopping Network. Amazon.com offers a
catalogue of 2.5 million titles, a variety of search and browse features...

...general reference books, encyclopedias and cookbooks, Featured: AMA
Doctors Rx for Health Series, including Allergies, Family Nutrition
and High Blood Pressure; AMA Health Care Almanac, compiled by the AMA
Staff; AMA...Bill Amend; This Woman Deserves a Party and life Has No
Blessing Like a Good Friend by Mary Engelbreit; Garfield 20th
Anniversary Postcard Book by Jim Davis; selections from the Main...

...by Roberta Collier-Morales; The Year of Our Revolution by Judith Ortiz

Cofer; Rina's Family Secret by Gloria Velasquez; The Tall Mexican: The Life of Hank Acuirre, All-Star Pitcher...Longest Coverup in American History by Gus Russo; Journey-Journaling: Recalling Your Travels for Fun,

Family and Posterity by Susan I Laubach. Booths: 3734-3755.
3834-3857.

BANG PRINTING
Booth: 4283...

...Van Nut; Soldier's Heart by Gary Paulsen; Nate the Great and Meby Marjorie Weinman Sharmat, illus. by Marc Simont; Laura Ingalls Wilder's Fairy Poems by Laura Ingalls Wilder, illus...

...Hoffman and Marie Cameron; Tales of Wisdom and Wonder by Hugh Lupton, illus.by Niamh Sharkey; Farmyard Tales from Far and Wide by Wendy Cooling, illus. by Rosslyn Moran; Forest Tales...Foods and Fasting by Carrie L'Es-perance; The Violet Forest: Shamanic Journeys in the Amazon by Foster Perry; Maya Cosmogenesis 2012: The True Meaning of the Maya Calendar End I...Psychology for Teenagers by Dale Carlson and Hannah Carlson; Living with Disabilities; Basic Manuals for Friends of the Disabled by Hannah Carlson; Wildlife Care for Birds and Mammals: Basic Wildlife Rehabilitation...

...Every Day and You're Just Like a Sister to Me, edited by Patricia Wayant; Friends for Life by Gary Morris; With God by Your Side...
You Never Have to Be...BOOKMASTER NORTH AMERICA

Booth: SP112.
BOOKMASTERS INC.
Booth: 1638.
BROOKPAGE/PROMOTION INC.

A monthly book review distributed as a consumer piece by bookstores across the country. Featured: standard and customized editions. Giveaways: free three-month...

...Education, the Hungry Mind Review, Library Journal, Mystery Writers of America, the National Book Critics' Circle, the National Book Foundation, the Poetry Society of America and Publishers Weekly. Featured: bestseller lists...new Teens and Relationships series by Ron Herron and Val J. Peter, including A Good Friend: How to Make One, How to Be One; Who's in the Mirror: Finding the...

...Spy Preschool Game, My Very First Mother Goose Marching Game; Thomas the Tank Engine and Friends Colors and Shapes Game; Thomas the Tank Engine and Friends ABC Game; bestselling backlist titles: I Spy Memory Game; The Very Hungry Caterpillar Game; Thomas the Tank and Friends Number Game; The Maisy Game; Guess How Much I Love You Game; Thomas the Tank Engine and Friends Domino Game; Maisy's Color Game; Maisy's Counting Game. Booth: 107.

BRICK TOWER PRESS...infants through young adults. Featured: Guess How Much I Love You (pop- up edition); My Friend Bear by Jez Alborough; Bunny My Honey by Anita Jeram; Happy Birthday; Maisy and Maisy...

Commitments in International Relations by Jon Hovi; Educating Children at Home by Alan Thomas; The Family and HIV Today by Robert Bor and Jonathan Elford; Sibling Bereavement by Ann Farrant; Cuba...

...and Anthea Sieveking; Spiders Spin Webs by Yvonne Winer, illus. by Karen Lloyd-Jones; The Shark by Renee Ie Bloas and ...and Ideas 21 Activities by Janis Herbert; Sense-Abilities by Michelle O'Brien-Palmer; Best Friends by Melisa Albregts and Elizabeth Cape; The Bride's Etiquette Guide by Pamela A. Lach...novelty CDs and cassettes. Featured: fall '98 titles and selected backlist. Discounts: 50%. Booth: 2516.

CIRCLE INT'L PUBLISHER SERVICES

This international freight forwarder has more than 400 offices worldwide; specializes...Phil Cousineau; Spiritual Notes to Myself Essential Wisdom for the 21st Century by Hugh Prather; Friend for Life: HOW the Love of an Animal Can Change You Forever, edited by Tony... Giveaways: galleys of Bone Fire, finished books of White House: Confidential, Night Whispers and Best Friends promotional sunglasses; custom chocolate pieces. Discounts: standard discount and terms. Special Events: cosponsor of the...by Joanne Cross; We're Having a Baby: A Welcome Baby Kit for the Whole Family by Alice Chapin and Ernest Henry, illus. By Sarah Gibb. Giveaways: assorted kids' stuff. Booths ...Attorney for Healthcare Partnership; Small Claims Court; Trademarks & Copyrights; Traffic Court; Corporate Secretary Credit Manager; Family Record Organizer; Personnel Director; Loan Payment Tables. From Garrett Publishing: titles by Arnold S. Goldstein...from Space by Thomas Allen; Nightwatch (revised and updated) by Terence Dickinson; Ultimate Sailing by Sharon Green Coral Seas by Roger Steene; Complete Book of Mushrooms by Augusto Rinaldi and Vassili...

...Booth: 2177.

FISHER BOOKS

Specializes in pregnancy and child-care titles; also publishes books on family health, self-help, cooking, business, auto-motive subjects, nature and gardening; distributes Wharton Publishing; introducing ...Featured: Profits of Death: An Insider Exposes the Death Care Industries; Tying the Knot: The Sharp Dresser's Guide to Ties and Handkerchiefs; The Beginner's Guide series, including The Beginner...

...best-selling author Stephen R. Covey and associates. Featured: 7 Habits Journal and 7 Habits Family Journal, both with foreword and quotes by Covey; Quotes & Quips; First Things First Everyday; 7...and free freight (additional 5% for permanent, nonreturnable accounts). Booth: 324.

FRIEDMAN/FAIRFAX

Booth: 3048.

FRIENDS OF BOOKS AND LIBRARIES

Booth: 5052.

FRONTLIST PUBLIC RELATIONS

Booth: 3675.

FULCRUM PUBLISHING INC.

Publishes...and revised editions from the Lighthouse Series, Off the Beaten Path Series, Fun with the Family Guides, Driving the Pacific Coast, Short Bike Rides Series and Best Bike Rides Series. From...

...and/or backlist orders (10 book minimum). Booth: 2709.

GOLD CREST

Booth: 1154.

GOLDEN BOOKS FAMILY ENTERTAINMENT

Golden Books publishes classic children's books—including Little Golden Books, Little Golden Story...

...Forum Two: Body Language, Writers on Sport, edited by Gerald Early; Nola: A Memoir of Family and Madness by Robin Hemley; Central Square by George Packer; Encounters in Expendable Landscapes by...

...Me, Are You Really a Dragon? Drawings: a framed copy of Molly Meets Mona and Friends book cover. Discounts: 550/0 plus free freight. Booth:

317.

GREENERY PRESS

Booth: SP110.

GREEN...Right by Sara Diamond; Attention-Deficit Hyperactivity Disorder, Second Edition by Russell Barkley; Re-Visioning Family Therapy, edited by Monica McGoldrick; Reading Instruction That Works by Michael Pressley; Cities of Difference...The Magician's Assistant by Ann Patchett; Working Fathers: New Strategies for Balancing Work and Family by James A. Levine and Todd L. Pittinsky; All American Dream Dolls by David Haynes...Mark Victor Hansen and Kimberly Kirberger; Puppies for Sale by Dan Clark; Girl Talk by Sharon Wegscheider-Cruse; Daily Riches by Lane Bluestein; The New Intimacy by Judith Sherven and James...to Orlando & Central Florida by Jim and Cynthia Tunstall; Adventure Guide to Southeast Florida by Sharon Spence; Golf Resorts: Where to Play in the USA, Canada, Mexico & the Caribbean, Second Edition...Horse, Bridge City Books, A. Capella Books, Castle Connolly Medical, Catbird Press, CCC Publishing, Chicago Review Press, Consumer Publishing, Paul S. Eriksson, Gateway Publishing, Golden Gryphon Press, Lawrence Hill Books, Hometown, Interweave Press...Tao of Eating: Feeding

Your Soul Through Everyday Experiences with Food by Linda R. Harper; Family Puzzles: A Private Life Made Public by Linda Weltner; Return to the Sea: Reflections on...Crumb et al.; R. Crumb Checklist Violent Cases by Neil Gaiman and Dave McKean; A Family Matter by Will Eisner; Zot! by Scott McCloud; and Li'l Abner by Al Capp...

...America and Kodansha Globe; distributes Kodansha International and Japan Publications. Featured: Morn Central: The Ultimate Family Organizer by Stacy DeBroff and Marsha Feinberg; Miffy (children's series) by Dick Bruna; in...press oddities, with more than 10,000 titles in-stock from 500 publishers. Featured: Crumb Family Comics; Lust & Romance, photographs by Michael Rosen; Secret Mystic Rites: An Anthology of Work by ...by L.J. Joseph Spies; Moneylines Guide to Divorce Dirty Tricks; For Men Only by Sharon Colona; The Missing Piece by Jennifer Gold. Booths: 3734-3755, 3834-3857.

LIGHTHOUSE PUBLISHING

Booths...by Sean Callahan; Kiki Smith by Helaine Posner. From Little, Brown Children: Three: An Emberley

Family Scrapbook by Ed, Michael and Rebecca Emberley; This Land Is Your Land by Woody Guthrie...

...cocktail party for George Stephanopoulos, May 30, 6-8 p.m. Booths: 2131, 2231.

LITTLE FRIEND PRESS

Publishes children's books and theme-related merchandise from the Little Friend series. Featured: children's books by Evelyn M. Finnegan, including My Little Friend Goes to the Zoo, My Little Friend Goes to School, My Little Friend Goes to the Dentist and My Little Friend Goes to the Baseball Game; The Wishing Star by Diane R. Houghton; Too Many Toys...

...Fiore; Music for Film: The Role of the Music Supervisor and Packaging Soundtrack Albums by Sharyl Churchill. Giveaways: autographed movie posters. Booths: 3734-3755, 3834-3857.

LONELY PLANET

Lonely Planet is...AND MUSIC PRODUCTIONS

Publishes a series of cookbooks packaged with music CDs. Featured: titles by Sharon O'Connor, including Spa: Favorite Recipes from Celebrated Spas, Ideas for Revitalizing Mind and Body...by Simone Speno with Maryland K. Nichols; Red Hot Relationships by Lorel L. Lindstrom and Shari L. Kirkland. Giveaways: refreshments. Drawings: for New Horizon titles. Booths: 3734-3755, 3834-3857.

NEW...and William Roger Lewis; The Sacred Willow: Four Generations in the Life of a Vietnamese Family by Duong Van Mai Elliott; The Encyclopedia of Country Music: The Ultimate Guide to the...Do with Chocolate; Master Strokes: Tips for the Golfer, What Highly Effective Women Know; Best Friends; If the Shoe Fits Baby's Petite Photo Album. Drawings: in honor of PPP's...United Church of Christ offers to the general trade and to the academic and seminarian communities books on ethics and philosophy, gay, lesbian and feminist issues, religion and theology, social issues...

...Can Make! From American Girl Library Sidelines: Hairum Scarum: A Comedy for You and Your Friends to Perform; Check Under the Bed: A Mystery for You and Your

Friends to Perform; What a World!: A Musical for You and Your Friends to Perform. Giveaways: book buttons, grin pins, paperback copies of Happy Birthday Josefinal and shopping...K. Conkin; Monday Morning Quarterback: Notes from the Nineties by Jonathan Yardley; Uncollecting Cheever: The Family of John Cheever versus Academy Chicago Publishers by Anita Miller. Giveaways: chapters from Monday Morning ...

...Star Wars Miniature Editions; Free to Be...You and Me and Free to Be...A Family, Twins; You Don't Know Jack; Women ...Fit books, including Baby Animals, First Words, Numbers and Things That Go; My Little Book

Friends (book/plush character), including Mary Had a Little Lamb and Little Boy Blue. Giveaways: Maurice...

...Is America Beyond Reform? by Gordon K. Durnil; Pay Severance or Die by Tyler Erickson; Family Values by Michael Bugeja; Solitary Rider by Diana Summers. Discounts: 45%; prepaid freight. Booth: SP67...Maguire and Larry L. Rasmussen; The New Insecurity: The End of the Standard Loll and Family by Jerald Wallulis; Lao-Tzu and the Tao-Te-Ching, edited by Livia Kohn and...NewWest, Lost Moose and Blizzard Publishing. Featured: Twenty-Eight Bottles Around the Bay by Margaret Sharpe; MAI and the Threat to American Freedom by Maude Barlow and Tony Clarke; The Maple...

...and Peter Paterson; Us Little People by Carl Hiebert; The 1999 Ultimate Sailing Calendar by Sharon Green. Giveaways: canvas tote bags, jelly beans. Drawings: for a cordless phone on the first...

...Story by Colonel Archibald Gracie; The Battle of Hastings by Jim Bradbury; Jane Austen's Family by George Holbert Tucker; Kempeitai: Japan's Dreaded Military Police by Raymond Lamont-Brown; The...Unauthorized Biography by John Baxter; Grand Illusions New Decorating by Nick Ronald and David Roberts; Family Knits by Debbie Bliss; Country Style: Villa, Maison, Casa, Cottage by Elisabeth Hilliard; Impressionist Paris... Featured: new Bible products, including The New Living Translation: Left Behind fiction series; Focus on Family products; children's books. Booth: 1468.

UAHC PRESS

Publishes trade, text and reference materials of...

...The Eagle & the Monk by William A. Jenkins and Richard W. Oliver; Martin Bear & Friends by Thomas Hauser, illus. by Rowena; Muhammad Al and Company by Thomas Hauser. Booths: 3821...The Ice: A Reminiscence of the International Geophysical Year in Antarctica by John Behrendt; The Circle Leads Home by Mary Anderson Parks; River Odyssey: A Story of the Colorado Plateau by...two divisions of the Circulus Publishing Group offer books on women's issues, home and family, spirituality, psychology, self-help and personal growth topics; distributed by Publishers Group West. Featured: Independent...

...101 Uses for a Lab, photographs by Dale C. Spartas; Cats Have No Masters-Just Friends by Karen Anderson; The Little Book of Birding by George H. Harrison; 1999 calendars. Discounts...

...games and toys. Featured: Flossy, the Tooth Fairy by Donna Keen; Some of My Best Friends Are Polka Dot Pigs and several hoard books by Sara Anderson; David... Dreaming of Dinosaurs...how-to, children's and humor plus calendars. Featured: The Second Hay Day Cookbook, Fandex Family Field Guides, including Dogs, Cats, Trees and Presidents; The Art of Kim Anderson; Kids' Magnetic...American Literature by Barbara Curry and James Michael Brodie, illus. by Jerry Butler; Be a Friend: The Story of African American Music by Leatha Stanley, illus. by Henry Hawkins; What's ...

19980504

19/K/14 (Item 2 from file: 148)
Gale Group Trade & Industry DB
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...has to offer.

Like most independents, the store has limited financial resources--this isn't Amazon.com with millions of Wall-Street dollars to play with. Brookline Booksmith has drawn instead on...30,000 titles in stock, it can provide the same 2.5 million titles that Amazon.com carries. The store does more than 100 special orders a week, the majority through wholesalers...admits, offbeat. The section also carries photo albums, stickers and pens for people who keep family albums, which has become, Brigham says, a big trend. Moreover, the department carries bath salts...

...touches in the store is the ancient Royal typewriter on which customers are encouraged to share their "thoughts, poems and opinions.

Brookline Booksmith was originally a grocery store and has about...

...s, and then worked at the Brentano's store in the Chestnut Hill Mall. A friend suggested her to Marshall Smith in 1979, and the rest, as they say, is history...

...of the other independents in the Boston area, she says, "We support each other, we share ideas, I feel a great sense of camaraderie."

VisionSmith: Marshall Smith

IN 1961, AT A...bookselling has vet to be determined. "The Net brings unlimited access to information to the customer. You can get reviews, first chapters and other readers' comments. It has expanded your ability to know about the...

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19/K/15 (Item 3 from file: 148)
Gale Group Trade & Industry DB
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...a geographic sense; culturally and chronologically they are thousands of years apart. Nonetheless, both stories share one insight: the sale of influence can have devastating consequences. If the thousands of other ...

...not be understood as merely pecuniary gain, for it also includes

enhanced status, benefits to family and social confreres, or any other perceived benefit. Authority may come from a number of...that there is a great deal of corruption in Sierra Leone, a belief that is shared by foreign businesspersons who work in the country.(66) Corruption was rated by citizens as...to particular villages -- are aggregated

and channelled up the bureaucratic hierarchy, each level taking a share, and channelled also to individual politicians. So the same system links 'bottom' with 'top' level...

...because maintenance contracts were awarded on the basis of bribes rather than competency; because officials shared in money saved by providing substandard service, such activity was encouraged rather than policed.(93...a way other than the way it is supposed to work. For example, corruption distorts relative prices by causing an excessive amount of money to flow into the government (with, it...has intensified existing interethnic conflicts and has intensified competition among disparate groups seeking to obtain shares of the corrupt income.(184)

In theory then, corruption should inhibit growth in emerging economies...the global economy. These efforts, however, which range from simple resolutions to binding treaties, share two common weaknesses. First, they do not reach the entire globe. Second, they are not enforceable ...

...back) into conformity with that agreement."(274) The World Trade Organization will monitor the member's compliance with that recommendation.(275)

It is only when a member fails to abide by such a recommendation that the...from the formal duties of a public role because of private-regarding (personal, close family, private clique) pecuniary or status gains; or violates rules against the exercise of certain types of...or maintaining opportunities for earning corruption revenue on the assurance of receiving some agreed share in the proceeds." Alam, supra, at 443; see infra note 89 and accompanying text (discussing example...

...occurs when an official misuses his office for the benefit of that official's family, kin group, or equivalent. Market corruption occurs when an official misuses his office for monetary or...

...702, the distinction is troubling to some because, at the base level, both types share the attribute of venality.

(15.) See Alam, supra note 14; John M. Mbaku, Bureaucratic Corruption and...all empty. Their clothing -- richly embroidered and colored; while at their waists they carry sharp swords. They gorge themselves on food, and of possessions they have plenty. This is called thievery...

...public distaste extended to such acts as public officials using their influence to have relatives admitted to college. Id. at 173.

(71.) See David Colker, Study Looks at Curfew's Effect...revelations that Recruit Co., a publisher of popular magazines for job seekers, had sold shares of a subsidiary to government officials shortly before the subsidiary was made public. Id. at 255...121.) Chaebol are business

groups consisting of large diversified companies owned and managed by family members or relatives. See Richard M. Steers et al., The Chaebol: Korea's New Industrial Might 35 (1989).

(122...Codes of Ethics in International Markets: Towards the Preservation of Colloquy in Emerging Global Communities, 15 U. Pa. J. Int'l Bus. L. 327, 349 n.75 (1994) (attributing failure to...art. 19(1). The panel also may "suggest ways in which the (complained of member) could implement the recommendations." Id.

(275.) See id. art. 21.

(276.) See id. art. 22(i).

(277.) See id. art...lost a \$1.4 billion contract to build a radar surveillance system in the Amazon River basin after the Brazilian Congress launched an inquiry over reports that the company had bribed...

19970101

19/K/16 (Item 4 from file: 148)

Gale Group Trade & Industry DB

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...is included. Other Bible-based programs are planned both for additional age groups and as family-oriented activities. System: IBM PC, Apple II, C64 Address: 6108 N. Western Oklahoma City, OK...software program that teaches writing skills and reinforces the importance of planning, drafting, revising, and sharing writing with the help of a computer. The study of earth, life, and physical sciences...

...on The Grammar Examiner, children learn grammar skills by editing hundreds of humorous news stories. Family history can be added to States & Traits, a course in U.S. geography that discusses...of the individual child. Race the Clock, for age 5 to 12, is designed to

sharpen memory and thinking skills as the user races against time to match pictures, words, and...math curriculum, including functions and graphing, geometry, linear equations, and statistics. Each program provides instruction, review, examples, and scoring. After a user's third unsuccessful attempt to solve a problem, the program provides both the solution and...

...discussion of a specific area of mathematics.

System: Apple II, C64

Address: 1660 North Hotel Circle Dr. Suite 310 San Diego, CA

92108 (619)296-8475 Prentice-Hall

Developed by Arrakis...

...color graphics and lifelike animation put the Peanuts characters to work

in a series of family-based educational programs developed by one of the leading publishers of children's books. Special activities and color cards are designed to allow children ages 3 to 7 to share the learning experience with their parents in Charlie Brown's ABC's, which uses humorous...to 12 become the central character in the interactive Build a Book program that weaves friends, family, and pets into a personalized story that can be printed out and bound into a...

...size identification; routing and planning; partwhole relationships; and problem solving. Pre-teens and teens can share Rock 'N' Rhythm with their parents to develop a sense of rhythm, tempo, and melody...color coordination and creative drawing.

System: IBM PC, Apple II, C64, Atari

Address: 7807 Creekridge Circle Minneapolis, MN 55435

(612)944-3912 Sterling Swift Publishing Company

Math Worlds: Exploring Mathematics with...

...and come with both a hint book and a word list. In Michael Crichton's Amazon, players become agents for a high-tech research firm in a search for lost emeralds in the Amazon. Ray Bradbury's Fahrenheit 451 thrusts the player into a society whose government controls the...

...and Macintosh, C64

Address: One Kendall Sq. Cambridge, MA 02139 (617)494-1200 Weekly Reader Family Software

Family fun and education is the goal of this Xerox Education Publications division that is bearing...

...are Below the Root, based upon Zilpha Snyder's Green Sky Trilogy, and the Swiss Family Robinson.

System: IBM PC, Apple II, C64

Address:

19850400

19/K/17 (Item 5 from file: 148)

Gale Group Trade & Industry DB

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...The Four Hundred inherited great wealth, but more than half of those actively run some family business and, in most cases, have built it up and greatly increased its worth. Not...

...direct stock in Wang Laboratories rose 172%. That, coupled with a reallocation of his immediate family's shares, makes him worth \$1.6 billion.

Privately held fortunes are another breed. Further investigation shed ...more than doubled.

Further research also led us to reallocate several huge fortunes

among various family members. Perry and Sid Richardson Bass have not slipped 50%. In reality a rising fortune...

...been allocated among them and three additional Besses. This year Walter Annenberg helped clarify his family's ownership of Triangle Publications, Inc. That brings his net worth down, but five Annenberg...

...reached by telephone in March, the heir was dumbfounded: "I've got 15 or 20 shares," he said. "I don't know what percentage that would be."

Finally, the SEC did...

...million, while brother Bunker's net worth rises to \$1.4 billion. The newly calculated family net worth was \$5.6 billion, exactly the sum of our estimates last year for...

...It is apt to be parked at least partly in the names of the immediate family or concealed in private investment companies or, more difficult, in trusts, where the separate elements...

...who created the wealth, where still alive and in control, or to the principal controlling family member where he is not.

On the other hand, spendthrift trusts, meant to keep control...

...the beneficiaries. The estimated trust income was, while principal was generally assigned to the controlling family members.

Irrevocable charitable trusts and foundations were not counted, even in cases like the Pew family, whose immense charitable trusts are used to retain ultimate control of Sun Co., the family company.

Wealth in the names of spouses and other immediate family members was generally assigned to the principal family member, especially where the family ties are close and members share an interest in an ongoing business. Exceptions were made where family or business ties had been broken or were seriously frayed.

\$1 Billion and Up

Gordon...

...s companies: Getty Oil, Spartan Aircraft. Lives quietly; amateur composer, pianist, patron of arts. Only relative with father at his death 1976 (2 half brothers deceased, Gordon's elder brother estranged...

...33% beneficiary Sarah C. Getty Trust (named for his late grandmother), includes 31.8 million shares Getty Oil, ...in 16-state area mostly in Sunbelt; growing rapidly. Lives modestly; drives pickup truck. With family, owns 41%, worth \$2.15 billion. "It's almost unbelievable."

Daniel Keith Ludwig

Shipping, real...

...and loans; also stocks, hotels, land, mineral mines around the globe. Despite huge loss from Amazon jungle pulp venture, net worth believed to still exceed \$2 billion.

David Packard

Hewlett-Packard...

...Wang

Wang Laboratories, Inc. Lincoln, Mass. 63. Married, 3 children. Born Shanghai to middle-class family. As he recalls it, "middle class" meant wealth of "maybe \$100 American." Emigrated 1945; physics...

...leader. Founded Wang Institute 1981 to train computer scientists ("Education endures, buildings do not"). Controls family's 40% of Wang Labs, worth \$1.6 billion.

Nelson Bunker Hunt

Inheritance, oil, real estate. Dallas. 57. Married, 4 children. Second son of H.L. Hunt. He and children share massive Hunt "first family" oil and gas trusts: 19% Placid Oil, 19% Hunt Energy (see other Hunts, Hill, Schoellkopf. "Second family": see Ray Lee Hunt et al.). Personal interests center on real estate, agriculture, commodities: over...

...monetizing silver; he, brothers, Arab partners acquired nearly 200 million ounces, price plummeted. Owes largest share of \$1.1 billion bailout loan arranged by Federal Reserve. Lives well but not extravagantly ...

...sons, 1 daughter by first marriage. Second daughter of H.L. Hunt; she and children share in "first family" trusts: 24% Placid Oil, 24% Hunt Energy (see other Hunts, Margaret Hunt Hill. "Second family": see Ray Lee Hunt et al.). Stayed clear of brothers' silver play, other risky speculations...

...Inheritance. Dallas. 68. Married, 3 children. Eldest child of H.L. Hunt; she and children share "first family" trusts: 14% Placid Oil, 14% Hunt Energy (see other Hunts, Schoellkopf. "Second family": see Ray Lee Hunt et al.). Strongminded; dominates family business meetings. Avoids press. Conservative investor: Stayed clear of brothers' silver play, other risky speculations. Reportedly insisted "the boys" use additional personal assets to secure principal family holding, Placid Oil, after 1980 silver debacle: denied by her. Her minimum net worth, with...

...into Mitchell Energy & Development Corp. Added real estate from mid-1960s. His 29.5 million shares, real estate, other assets, worth at least \$1 billion. Wants his 10 children unspoiled: "We pay for their education, and we give them a car and maybe 1,000 shares of stock when they graduate. That's it."

Forrest E. Mars Sr.

Candy. Las Vegas...son of John D. Jr. (d. 1960) and current patriarch of America's most powerful family. Ph.D. economics; joined uncle Winthrop Aldrich's Chase National Bank 1946 (now Chase Manhattan). President 1961, CEO from 1969; became globe-trotting banker-statesman; "retired" 1981 to run family foundation. Correct; methodical, reserved: "No one, and I mean no one, calls David Rockefeller "Rocky..."

...real estate interests (25% Embarcadero Center, S.F.; 33% L'Enfant Plaza, D.C., etc.), family trusts, etc., net worth estimated at over \$1

billion.

Philip F. Anschutz
Oil. Denver. 44...

...Inheritance, oil. Dallas. 54. Married, 5 children. Third son in H.L. Hunt's "first family" (see other Hunts, Hill, Schoellkopf; "second family" see Ray Lee Hunt et al.). Principal manager family's vast oil empire; his share, with children, is 24% Placid Oil, 24% Hunt Energy. Also Dallas real estate, coal reserves...

...patiently with his wife and dog'). Drawn into brother Bunker's silver bubble; now has share of \$1.1 billion silver bailout loan. Estimated partially from SEC investigation findings, minimum net...

...construction. San Francisco. 83, 58. Father: married, 2 children. Son: married, 5 children. Sr. built family railroad construction company from moderate size to global giant building dams, pipelines, refineries. Jr. took...

...billion. Profits may approximate \$200 million. Also 2 large investment arms: company's Bechtel Investments, family's Sequoia Ventures. 2 sons, 2 sons-in-law of Jr. in business. Minimum net...

...near \$1.5 billion). He died 1979; left sons Si and Don control of voting shares and family dictum: "The ties that matter are the ties to each other." Company tightly run; 29...

...Fair. Si: friendly, informal, youthful. Don: more rigorous, precise. Including nonvoting stock, each brother's share worth minimum \$700 million.

Laurance Spelman Rockefeller
Inheritance, investments. NYC and Tarrytown, N.Y. 73...Coast, Hawaii). Chaired Rockefeller Center, Inc. 1953-66, still a director. Unwinds at Pocantico Hills, family's 3,500-acre compound near NYC. Estimated net worth: at least \$650 million.

Barbara...

...Sisters. Inheritance. Barbara: Honolulu. 60. Married, 2 children. Anne: Atlanta. 63. Divorced, 3 children. Both share 97% Cox Enterprises, which owns the Atlanta Constitution, et al., 41% Cox Communications (broadcasting) following...

...acre theme park, stage, hotel, radio stations, etc.). Lives modestly;

hunts quail; skirts publicity. With family, has majority control; worth minimum \$600 million. "He'd buy them all out if he...

...Marie Hamilton, Hope van Beuren) own 60% of company, of which 31%--10.2 million shares worth \$542 million, paying \$22 million annual dividends--belongs to John Jr. Chairman (adviser) since 1962; keeps low profile. May retire soon; no family member will replace him. Net worth must exceed \$575 million.

Kyupin Philip Hwang
TeleVideo Systems...

...VDTs; went public in March amid craze for high-tech stock. His 28.2 million shares suddenly worth \$575 million.

Leslie Herbert Wexner

Retailer. Columbus, Ohio. 46. Single. Quit law school...

...Revenues will exceed \$1 billion this year. Avid skier, jogs 7 miles a day. His share in The Limited, Inc., with mother's and sister's, worth \$541 million. "I liked...

...norm. Now nearly 1,100 GNC outlets coast to coast; went public 1980. With immediate family, owns some 80% of stock, plus big real estate development in Fla. Minimum net worth...Married, 3 children. 2-year apprenticeship with late Benjamin Graham; left at 25 to start family-based investment partnership 1956. Dissolved 1969 after 30-fold increase, no down years; turned bull...

...WWII; navigated Ted Turner's World Open championship win 1972. Eldest son, Sid, 40, manages family fortune. Invested in venture capital firms (\$8 million in Idanta Partners now well over \$200...

...Lee, 27, just joined business after M.B.A. from Wharton. All brothers Yale graduates. Family fortune could be worth \$2.5 billion: vast stock portfolio, real estate, oil and gas...

...from legendary financier father, Andrew Mellon (d. 1937). After Yale, put in 3 years at family's Pittsburgh bank, left to pursue art collection, English literature, fox hunting, Thoroughbreds. Also philanthropy...

...public appearances confined to philanthropic fundraising events. Net worth must exceed \$500 million, mostly in family trusts.

Abraham Nicholas Pritzker, Jay Arthur Pritzker, Robert Alan Pritzker
Father and sons. Financiers. Chicago...

...designs; now own 100%. Acquisitions: McCall's magazine, Trans Union Corp., Cerro, Hammond, others. Jay

family financial expert ("deal man"); engineer Robert cures sick companies. Now hopes to revive Braniff Intl. by infusing \$70 million for 80% stock. With families, share fortune exceeding \$1.5 billion. A.N.: "On Saturdays, a good Catholic goes to confession..."

...and gas 1954. Went public as Belco Petroleum Corp. 1959; vast production in Peru; with family owned some 45% until recent friendly takeover by InterNorth Inc. Now has InterNorth preferred stock...

...Belco. One son-in-law, Jack Saltz, senior v.p. Belco; other, Lawrence Ruben, comanages family's extensive NYC real estate holdings. Altogether, minimum net worth is \$500 million.

Edward J...sports teams. Dallas. 51. Divorced, remarried, 4 children. Youngest of H.L. Hunt's "first family" (see other Hunts, Hill, Schoellkopf. "Second family": see Ray Lee Hunt et al.). He and children share fully in oil trusts: 19% Placid Oil, 19% Hunt Energy. Personal business interests mainly sports...

...in brother Bunker's silver bubble ("I'm not very good at business"); took on share of \$1.1 billion silver bailout loan. Estimated partially from SEC findings, minimum net worth...

...Rollins, Inc. 1948, diversified rapidly by acquisition (pest control, oil & gas services, media, etc.); with family, owns 44%. Also interests Intermedics; 55,000 acres Ga., Fla., Del.; 10,000 head cattle... personal wealth is to go public.' Paulson did this year, netting \$90 million cash, keeping shares currently worth \$410 million.

Milton Petrie

Retailer NYC. 81. Twice divorced, once widowed, remarried; 3...

...Began with 1930s Reconstruction Finance loans; bankruptcy 1937, out 1938. Stock market coup 1960 (buying shares of competitor-takeover candidate) financed big expansion. Goes to office only mornings now; still terrorizes...

...s most profitable magazine. Also Seventeen. Daily Racing Form, vast stock holdings, real estate. Close friend of, ambassador to Great Britain for, Richard Nixon. Enid (Mrs. Ira Haupt): NYC. 77. Divorced...

...1.3 billion. Each sister owns over 9% worth minimum \$125 million. Walter votes all shares, holds about 35% worth minimum \$450 million. Huge philanthropies (\$20 million-plus per year). On...

...Married, 5 children. Current patriarch and president from 1948. Considered benevolent dictator; lives unostentatiously, keeps family business highly secretive. "He makes a clam seem like an open mouth." Brother Gerrish: Darien...

...Milliken & Co. worth at least \$500 million, also 40% Mercantile Stores. Roger majority owner; his share worth at least \$450 million. Gerrish: \$300 million. Miont: \$150 million.

Raymond A. Kroc

McDonald...

...with a name like Kroc?'); revenues today \$2.7 billion. Still owns over 7 million shares. Bought San Diego baseball Padres 1974. Minimum net worth: \$450 million.

Charles Cassius Gates

Gates...

...ve got to battle your way out.' Also real estate, etc. Minimum net worth, with family: \$450 million.

Cyril Wagner Jr, Jack Brown

Partners. Oil. Midland, Tex. Wagner: 49. Divorced, remarried...

...flow, modest debt; set up Canyon, Inc. to diversify out of oil (aeronautics, plastics, etc.). Share equally business empire worth at least \$900 million.

Edgar Miles Bronfman

Seagram Co. NYC. 54...Anheuser-Busch. St. Louis. 84. 4 wives; once widowed, twice divorced; 11 children, 1 deceased Family company made corn syrup, yeast during Prohibition; Budweiser before and after. First post-Prohibition case...

...to FDR, second to New York Governor Al Smith. Has 6.2 million Anheuser-Busch shares; French Renaissance chateau in St. Louis County, where he rode to hounds in younger days...

...from Mellon mother 1965. Brief marriage 1950 to Herbert A. May Jr. Later wed longtime friend Robert Duggan, Pittsburgh's D.A., 1975. Estranged from brother (see Scaife, other Mellons). Lives...

...hottest brother team in American business.' Inseparable: live close together, dine together, play tennis together, share limousine; share 45% Loews. Run co. with "candy store" management style: free-flowing communication, modest head-quarters...President's Advisory Council on Private Sector Initiative. With wife, has some 3 million Motorola shares, worth over \$400 million.

Haroldson Lafayette (Hassie) Hunt III

Inheritance. Dallas. 66. Unmarried, no children...

...trader. NYC. 70. Married, 5 children. With 3 sisters, 5th generation of Belgian grain trading family. Hitler made relocation to U.S. essential. Does over 20% world grain trade as 90%-owned Continental Grain. Home reflects love of all things French. Also 3.3 million shares Overseas Shipholding Group. Known assets worth over \$375 million.

Leon Hess

Amerada Hess. NYC. 68...

...18; now it's Amerada Hess, \$8.3 billion revenues. Leon owns over 10 million shares, is CEO. Considered tough (Employees: "Holidays, Evenings, Saturdays and Sundays"), aggressive, brilliant, loner. Owns about ...

...ran company 1941-66, brought in nonfamily management 1966, broadened company horizons. Now chairman, only family member in company. Controls 7.9 million shares. With cumulative dividends, minimum net worth is \$375 million. Son, H.J. III, senator from...

...Both sons run company (Richard handles restaurants), but father still chairman, mother still VP. Immediate family's 19% interest worth \$373 million.

Henry Crown, Lester Crown

Father and son. Industrialists. Chicago...

...TV news network 1980, now in 20 million households. Company has negative

net worth but shares increased twentyfold. Champion yachtsman; canny opportunist; full of braggadocio: Talks about merging with, taking over... has 5,000 other undeveloped Fla. acres, plus real estate Minnesota, Canada, Italy; other investments. Family's minimum net worth: \$350 million. "I sure as hell am never gonna be poor..."

...terminals, connectors, switches. Majority of sales overseas. John Sr. chairman, both sons in business. "The family controlled business worked out very well, so why on earth should we change it?" Controls 5 million Molex shares worth \$343 million.

Sydney Mark Taper

First Charter Financial Corp. Los Angeles. 81. Widower, 3...

...still owns 20%). On death of father 1979 inherited option to buy 6.8 million shares Hilton Hotels on installment note: Present value of stock arrangement worth \$325 million. Conrad's...

...over deep tailspin, brought in former Defense Secretary Donald Rumsfeld 1977; dramatic recovery since. Their family stock, mostly in trusts, worth \$930 million.

Jackson T. Stephens Witton R. Stephens

Brothers. Investment...

...his brother's charm'; taking over as Witt ages. Extensive oil and gas holdings. Brothers share estimated \$600 million or more.

William Garrard Reed Sr.

Timber. Seattle. 75. Married, 3 children...

...charge; left most of his boards. Has given substantially for throat and laryngeal disorders. With family, still owns about 90% of Simpson.

Despite 1982 "net loss" of \$18 million, understated book... Unmarried, no children. Sister Helen: 34. Divorced, 2 children. Sister Swanee: 33.

Married. The 2nd family of legendary oilman H.L. Hunt, who legitimized family by marrying Ruth Ray 1957, after death of first wife 1955 (long kept families secret...)

...success, or my brothers', or anybody else's.' Mother's \$250 million inheritance now a shared fortune of at least \$1 billion; Ray's share at least \$300 million.

John T. Lupton

Coca-Cola bottler. Chattanooga, Tenn. 57. Married, 4...

...money for Philadelphia charities. Since death of mother, Jessie B. Cox (1982), they preside over family trusts of Dow Jones stock worth \$600 million. Disputed by them.

Albert B. Alkek

Oil...

...second. Company president 10 years under Chairman and CEO H. Everett

Olson (not related to family). Dwight controls family shares worth at least \$300 million; Elbridge, at least \$265 million.

Leonard Marx

Real estate. NYC...

...civic affairs and charities, particularly counseling for adolescents and families. Her estimated interest in Rockefeller family trusts, other assets: at least \$300 million.

Richard Marvin De Vos, Jay Van Andel

Partners...Westport, Conn. mansion. Took Value Line, Inc. public earlier this year, kept 8.1 million shares. With significant investment portfolio, other assets, minimum net worth \$300 million.

Henry Earl Singleton

Teledyne...

...1970, switched to internal growth, paid down debt. Rejected Wall Street dogma by buying in shares starting 1972. Chess buff with photographic memory. Has 7.8% Teledyne, 2% Apple Computer, etc...

...and sister. Inheritance. Children of A. Felix Sr., distant cousin who sided with Pierre in family split 1914 (see Pierre S. du Pont family, du Pont family), got 8% Christiana Securities. A.

Felix Jr.: Kennett Pike, Del. 77. Divorced, remarried; 3 children...

...cost, quality and especially vendor and employee "shrinkage." Mild-mannered Siggy, president, collects antiques, has shares worth \$270 million; behind-the-scenes Robert, v.p. and treasurer, has shares worth \$215 million.

Philip H. Knight

Nike Inc. Beaverton, Ore. 45. Married, 2 sons. Wrote...

...694 million. "We're just a bunch of guys selling sneakers." 15.5 million Nike shares, other assets, worth at least \$265 million.

William Clay Ford, Henry Ford II, Josephine C...

...Grosse Pointe, Mich. Surviving grandchildren of the Henry Ford. Base of fortune: 10.8 million shares Class B stock Ford Motor Co. (10% of common shares, 40% of voting stock). Henry II: 66. Twice divorced, remarried, 3 children by first wife. Current patriarch. Joined ailing Ford Motor Co. 1943 after Navy. Mother threatened to sell her shares 1945 if Henry II not made president; grandfather Henry I changed will, retired; Henry II...Ranch this year to Donald Bren (which see) for at least \$40 million. With immediate family, other interests, minimum net worth \$175 million. Josephine (Dodie): 60. Married, 4 children. Husband Walter B. Ford II unrelated by blood; active in Detroit Institute of Arts. Immediate

family's shares worth at least \$150 million. William: 58. Married, 4 children. Long overshadowed by brother Henry...

...became president 1968, stock gradually passing to him. Mother and son's 4.7 million shares worth \$252 million.

Pierre Samuel du Pont III, Mary Belin du Pont Faulknex, Esther Driver

...

...Du Pont company 1926-40, chairman 1940-1948; d. 1952 (see Pierre Samuel du Pont family, du Pont family). Pierre III: Greenville, Del. 72. Married, 3 children. Rose to v.p. Du Pont company...

...Fla. Robbed in Miami home 1967 of \$1.5 million rare coins. Siblings believed to share roughly equally in father's estate; Pierre III's worth probably lower because of business...

...estate empire. Gained control 1974, despite WRH's will, by having foundations sell out to family trust. William Jr: NYC. 75. Twice divorced, remarried; 2 children. His column won Pulitzer 1956; now heads key family trust. Brother Randolph: San Francisco and Paso Robles, Calif. 67. Divorced, remarried, 5 daughters by...

...Hearst Corp.; now company director. Each brother has 20% interest in minimum \$1.25 billion family trust. George and Phoebe share 20% from father George Sr. (d. 1972). Remaining 20% held by 4 children John Hearst Sr., who died 1958 (see also John Hearst family).

Paul Kalmanovitz

Beer, real estate. Tiburon, Calif. 77. Married, no children. "Mr. Paul" arrived from...

...of largest U.S. media concerns (Marshall Field & Co. department stores sold long ago by family). Now dissolving; selling Chicago Sun-Times, TV stations, cable operations, syndicate, etc. Marshall: Chicago. 42...4,000 apt. units in 25 buildings, 6 million sq. ft. office space. Long-held family philosophy: Never sell. But interest rates, rent guidelines now forcing them to co-op: "We..."

...recently appointed to new Sports Commission. Lewis: founder-chairman Association for a Better New York. Share minimum net worth of \$500 million.

Larry Fisher, Lachary Fisher

Brothers. Real estate. NYC. Late 60s. Larry, elder. Both married; each 1 child. Third generation of family in NYC real estate (Park Ave. Plaza, Stevens Tower, Burlington Bldg., et al.); numerous sons... ..fanatic. Zachary: bankrolled effort to turn 900-ft. aircraft carrier Intrepid into floating NYC museum. Share minimum net worth of \$500 million.

Gerald Douglas Hines

Real estate. Houston. 58. Married, 2...

...successful builders, owners row homes in declining boroughs; father Harold (d. July 1983) split from family business 1967, switched to Manhattan. Son Peter heads H.J. Kalikow & Co.; owns 9,000...

...NYC hotels. Also, as Carol Management, substantial apt. properties Conn., outer boroughs NYC. Son, with family members, has managed successfully. Reserved manner: "You can be obnoxious if you made it yourself..."

...Ziff Corp. now prosperous, growing business with 60 publications (Car and Driver, Popular Photography, Stereo Review) for young, special-interest consumer audience. Also trade magazines; expanding rapidly into computer publications. Recently sold ...man ever tried for murder. Acquitted 1977, 1979 in killing of second wife's male friend , stepdaughter; charged with seeking to kill divorce judge; charge dismissed 1979. Now bornagain Christian.

Roy...

...Guardian Industries Corp. Detroit. 60. Divorced, 2 children. Lawyer, took over ailing \$5 million (sales) family windshield firm 1955. Chapter 11 following month, but survived. Saw opportunity 1967 as glassmaker. Went...

...million.

E. Claiborne Robins

A.H. Robins Co. Richmond, Va. 73. Married, 3 children. Joined family business 1933 (sales \$4,800). Emphasized low-key, friendly touch selling to drugstores; company developed...

...voluntarily, stock still low but slowly recovering. E. Claiborne Jr. now CEO; Sr. chairman. With family, shares are worth over \$235 million. Sr.: "I'm just a simple, unexciting fellow."

Kenneth Harry...

...the things you did right, you'll be in serious trouble.' His 2.5 million shares worth \$235 million.

Victor Posner

Investments, real estate. Miami Beach 65. Twice divorced, 4 children ...

...wanted to.' Started buying Florida property 1950s. Later acquired undervalued, asset-rich companies; now controls 16 (Sharon Steel, DWG, etc.). Corporate raider (numerous lawsuits, SEC and IRS challenges); shuns social affairs. Minimum...

...Pulte Home Corp. Detroit. 51. Divorced, remarried, 14 children. Founded company 1956 to build single-family homes Detroit. Ingenious marketer: Created several models from same design by switching names of rooms...

...Retired as chairman 1974, now chairman executive committee; others run co. day to day. With family, stock worth \$235 million.

Morton K. Blaustein, Ruth Blaustein Rosenberg Henry T. Rosenberg Jr. Inheritance...

...gasoline pump; founded Amoco 1910. Merged into Standard of Indiana for 5 1/4 million shares 1954 (since split 2-for-1). Grandson Morton: 56. Married, 2 daughters. His Aunt Ruth...

...and gas exploration co. Also substantial real estate, oil tankers, bank stock, etc. Numerous philanthropies. Share fortune substantially

greater than \$700 million.

hugh Rodney Sharp Jr., Bayard Sharp

Brothers. Inheritance. Sons of Isabella du Pont Sharp, sister of Pierre (see Pierre Samuel du Pont family, du Pont family). Hugh: Wilmington, Del. 73. Married, 3 children. Was active with family foundations, Du Pont company 1933-82. Thought to have continuing great influence in family. Bayard: Centreville, Del. & Boca Grande, Fla. 70. Married, no children. Director Christiana Securities to its dissolution 1976. Active breeder and racer of Thoroughbreds. Now runs exclusive Boca Grande resort. Brothers share family fortune worth at least \$450 million.

Oakleigh Blakeman Thorne

Commerce Clearing House. Millbrook, N.Y. 51. Married, 3 sons, 1 daughter. 4th generation of founding family to run company (est. 1907); publishes summaries of changes in law (tax, energy, copyright), translating...

...Grows wine grapes for personal use on Millbrook estate; lately getting into Thoroughbred breeding. With family's 4 million shares, other interests, minimum net worth is \$225 million.

melvin Simon

Shopping centers. Indianapolis. 56. Divorced...

...in fellow computer freak's home-built personal computer. With partner started production 1976 in family garage on \$1,300 from sale of calculator and VW microbus. Went public 1980 (see...

...latest computer, Lisa. "I get my jollies building good computers.' Has 7.5 million Apple shares worth \$225 million.

Jake Louis Hamon Jr.

Oil, gas. Dallas. 81. Remarried, 1 son, 1...

...wrongful divestment of corporate assets.' Pontikes lost; remuneration reduced. Hardly matters: His 5.8 million shares worth \$220 million.

Emory J. Clark

Clark Oil & Refining. Elm Grove, Wis. 78. Divorced, 3...

...stations clean, painted; early pioneer selling premium gas. Sold out to Apex Oil Co. 1981; family's 42% brought \$220 million. Bored in retirement: "I'm not happy on vacations. I...

...at 81 Pic "n' Save stores (many in southern Calif.). 1982 revenues, \$178 million. Immediate family has 23% stake. With recent stock sales, minimum net worth is \$220 million.

Richard Alan...

...to put us out of business. It just isn't going to happen.' His 30% share (co-owned with immediate family, sister) worth \$211 million.

Leon Levine

Family Dollar Stores. Charlotte, N.C. 49. Married, 4 children.

At 13, after father's death, helped mother run local general store. Opened

first Family Dollar Store age 21. Expanded to buy in volume; targeted small towns; specialized in closeouts, overruns, seconds, etc.

Today Family Dollar Stores (over \$200 million annual sales); 600 southeast outlets, each maximum 8,000 sq...

...hired from neighborhood: "We tie shrinkage costs into everybody's bonus." Leon's stock in Family Dollar Stores, other assets, worth at least \$210 million.

Armas Clifford, Harkkula Jr.

Apple Computer...see Arbur Rock). Computer freaks made him president (see Steven P. Jobs), now CEO. His shares in Apple Computer, Inc. worth \$210 million.

John K. Hanson

Winnebago Industries. Forest City, Iowa...

...chain, then merged with American Stores 1979. L.S. now CEO, with over 6 million shares currently worth \$206 million.

Armand Hammer

Entrepreneur. Los Angeles, NYC, Moscow. 85. Twice divorced, remarried

...

...for Lenin 1925; bought 'worthless' Soviet notes Stalin paid off at face value. He and friends bought nearly defunct Occidental Petroleum 1955 for 18 cents a share, built into giant 1960s on Libyan oil.

Major diversification recently into coal, meatpacking. With 1982...

...Children of Margaretta L. du Pont, sister of Pierre S. (see Pierre Samuel du Pont family, du Pont family). Bobby:-Montchanin, Del. 68. Married, 4 children. Director Christiana Securities to dissolution 1976; owned baseball...

...2 divorces, 5 daughters by first marriage; known for longtime hobby of cutting hair of friends and relatives in barber chair set in bay window of game room. Roughly equal shares in fortune estimated at \$600 million.

Dominique de, Henil

Inheritance, art collecting. Houston. 75. Widowed...

...Texas 1941 with husband John (son of French baron, Schlumberger chairman 1967-70). Naturalized 1962. Family has steadily sold shares, diversified over many years; her collection of surrealist art valued over \$75 million. "What I...

...undeveloped, oil and mineral rights, venture capital firm, newspaper, etc., inherited by his branch of family (7 relatives share other half). Ski fan, vintage car collector; says he conducts business mainly for 'aesthetic' reasons...

...Constant reinvestment: amid \$5.2 million operating loss, added \$37.4 million property, timber. With family, trusts, owns majority; given

current timber values, worth ...its president 1925-65. Belridge bought by Shell Oil 1979 for \$3.65 billion; sisters

shared nearly \$700 million. Also own Beverly Hills real estate. All over 70; live in Beverly ...

...overseas operations, left this year to be deputy asst. defense sec'y (NATO); still director. Share ownership, control of company worth at least \$600 million.

Francesco Galesi
Real Estate. NYC. 52...

...Marc Rich

Trader. Switzerland. 49. Married, 3 daughters. Belgium-born son of burlap bag maker; family fled to U.S. during WWII. Worked for Philipp Brothers (now Phibro-Salomon); helped build...finding different kinds of packaging.' Took company private again 1981 for \$50 million. Now all family-owned, highly profitable, efficient. Market value if sold: easily over \$200 million.

Fred Charles Jrump...

...out affluent rent-controlled tenants. Fred on Donald: "He's gone way beyond me, absolutely.' Share fortune worth over \$400 million.

Helen Kinney Copley

Publishing. San Diego. 60. Divorced, widowed, 1...

...to make money.' "Retired" 1955. Deducting \$600 million in foundations, still owns 3.5 million shares. With dividends, other assets, minimum net worth is \$200 million.

Jack H. Berry Jr.

Citrus...

...Built to 100-plus across Texas; bought by Eckerd Corp. for stock 1973. Began selling shares, investing proceeds. Now, with wholly-owned holding company, Contran Corp., major corporate raider: National City...

...loner: "I don't talk to anyone on Wall Street.' Minimum net worth (with immediate family): \$200 million.

Robert Alpred Lurie

Real estate. San Francisco. 54. Divorced, remarried; 4 children, 2... tutors instead; emphasized classics, Shakespeare. Tutored own children at breakfast table. His 5.3 million shares worth over \$192 million, at least 50 relatives share additional \$247 million.

Charles Robert Allen Jr., Herbert Allen, Herbert Snthony Allen
Stock maker, real...

...fed up by now with all those boring little kids solving mysteries.' Still director; his family holds roughly 3.5% of shares. Also owns production studio, TV, radio stations as Shamrock Broadcasting. After debts, minimum net worth...The Way We Were, Annie). Got \$21 Million

Coca-Cola stock on sale of Columbia shares; still holds. Also leading Calif. horse breeder; avid skier. "He's more active than people...

...66. Divorced, widowed; 3 sons. Second husband nephew of Sewell Avery, former chairman Montgomery Ward. Shared ranch, other assets, worth minimum \$350 million.

John Langeloth Loch
Financier. NYC. 80. Married, 5...

...million sales). Alex and son Richard control 11.6% of stock after recent 1-million-share sale to diversify. Shares in Masco, significant other assets, worth at least \$175 million.

Floyd Roger Hardesty
Construction. Tulsa...

...Ridder Newspapers, Inc. Miami. 74. Married, with 4 daughters. Long in shadow of brother and family patriarch John (d. 1981). Coinherited father's 3 small papers 1933. Added Miami Herald in...

...and Detroit Free Press. Ran business side (John ran editorial policy). Joined forces with Ridder family 1974; now one of the most profitable chains in U.S. Bulk of John's...Inheritance. Ligonier, Penna. Adopted children (4th is deceased) of Richard King Mellon, grandson of Pittsburgh family bank founder, Judge Thomas Mellon (see also other Mellons. Conover, Scaife. May). RKM was acknowledged financial leader who guided family banking-oilstocks empire from 1930s until death in 1970. Seward (Pross): 41. Divorced, remarried; 2...

...Mellon Nat'l. Bank trust dept., now a director; also persident R.K. Mellon & Sons, family investment co. Richard (Dickie): 44. Divorced, remarried; 2 sons. Flirted briefly with banking; left to...

...Milstein, Paul Milstein

Brothers. Real estate. NYC and Scarsdale, N.Y. (both). Joined father's Circle Floor Co. early 1940s, expanded, sold 1967 for \$15 million. Built 1,964 luxury apts...

...decision if you know your work.' Net worth, nearly all from hobby: minimum \$330 million, shared about equally.

Albert L. Ueltschi

FlightSafety International, Inc. Greenwich, Conn. 65. Widower, 4 children. Soloed...

...record above average. With boom in corporate planes, all needing pilots, his 5.8 million shares now worth \$165 million.

Arthur Rock

Venture capitalist. San Francisco. 57. Married, no children. Son... R&D necessary for FDA approval. 1983 sales \$181 million; half from marketing foreign drugs. Shares the wealth: Some 62 employees became millionaires. "Even the janitor owns stock." Owns 51% Kansas...

...million.

John Dempsey

Bulk containers. Delaware, Ohio. 69. Divorced, 6 children. Young accountant (1946) whose family owned minority block Greif Bros. Corp., coopearge founded 1877. Hunted down, bought out shareholders at \$35 average, took over as CEO 1947. Equivalent of shares now: about \$3,360. Conservative, religious; works at old-fashioned virtues like fairness and loyalty...

...earnings down. Given breakup value of business and substantial idle land, portion imputed to his family's voting stock (not traded) worth over \$160 million.

Grover Connell

Trader. Westfield, N.J. 65. Married, 3 children. Took over family business, Connell Rice & Sugar Co., 1950 (sales, \$10 million). Now largest U.S. broker, trader...stock, Athletics, worth at least \$155 million; Peter's stock alone worth \$141 million. (Haas family (which see) owns additional \$500 million stock.)

Robert N. Noyce

Intel Corp. Los Altos, Calif...

...vice chairman (Moore now CEO and chairman). Holds 16 personal patents. Has 1.5 million shares Intel, also 3 million shares Diansonics. Stocks worth over \$155 million.

Irene du Pont Jr., Irene Sophie du Pont May...

...Pont Co. 1919-26, played major role in building company (see Pierre S. du Pont family, du Pont family). Irene Jr.: Christiana Hundred, Del. 63. Married, 5 children. Retired as senior v.p. Du...

...as president.' Irene Sophie (Mrs. Ernest May): Wilmington, Del. 83. Married, 4 children. Husband considered family radical (supported Castro), fought family's effort to reduce tax a Irene Sr.'s estate. Margaretta (Mrs. Crawford H. Greenewalt...

...Marrianna (Mrs. Henry H. Silliman): Montchanin, Del. 72. Married, 6 children. Husband v.p. at family's brokerage firm, active in family's small mutual funds. Octavia (Mrs. John Bruce Bredin): Greenville, Del. 70. Married, 6 children. Husband director of family bank (Wilmington Trust), active in other Del. business interest. Lucile (Mrs. Robert B. Flint): Greenville, Del. 67. Married, 5 children. Board member of family foundation. The 8 siblings and their immediate families share in father's fortune worth at least \$1.2 billion today.

Carl C. Landegger, George...

...1946; inherited 1976. For relaxation, new patriarch Carl digs for Inca relics, tramps alone through Amazon jungle. "George is more social." Despite '82 net loss, probable book value of company: at...Francisco, TV documentary production in Los Angeles. Married 1978; husband heir to Dayton fortune (see family), recently lost Senate bid. Siblings' estimated net worth: share at least \$600 million in Rockefeller trusts.

Rodman Clark Rockefeller, Ann Clark Rockefeller Roberts, Steven...

...remarried, 3 children by first marriage, 1 by second. Graduated from

Princeton, joined army, married family's Norwegian maid, worked briefly for Rockefeller Center. Quit, entered Union Theological Seminary, got divorced...

...Museum (Michael was twin brother, died in New Guinea 1961). Studies primitive art. Four siblings share at least \$600 million in Rockefeller trusts.

Laura Simpson O'Neill Abby Rockefeller Simpson
Sisters...

...NYC. 26. Unmarried. Father (not a Rockefeller) works as Egyptologist in

Boston; daughters' estimated fortune: share at least \$300 million in Rockefeller family trusts.

Charles A. Tose Fx., Charles A. Vose Jr.

Banking. Oklahoma City. 82, 39. Family has controlled Okla.

City's First National Bank & Trust Co. since founding 1889; grew with city. Charles Sr. took control of family 1945; family now has 25% of holding co., First Oklahoma Bancorp. With son Charles Jr. (Vice Chairman...

...see) and Sylvan Goldman (which see), the power triumvirate of Okla. City. Father and son share fortune worth minimum \$300 million.

William Stamps Farish III

Inheritance. Houston. 44. Married, 4 children. Grandson and namesake of cofounder Humble Oil, now big part of Exxon. Principal heir of family fortune based on Exxon stock; has sold little ("Not with the capital gains tax, I...

...minimum \$150 million.

Robert Rich Sr.

Food Products. Buffalo, N.Y. 69. Married, 3 children. Family had been largest ice cream maker in Buffalo. Discovered ticket to success --frozen nondairy replacement...

...56. Divorced twice, 4 children by first marriage. Born White Plains, N.Y. to moneyed family; went to Houston 1948 to become wildcatter. Has real estate, ranching interests in addition to...

...Twice world yachting champion in Olympic classes. National finance chairman for Gerald Ford 1976; close friend of George Bush. Minimum net worth: \$150 million.

...Married, 8 children. With half-brother Belton Kleberg Johnson (see below), sold out his 14% share in King Ranch 1978 after outvoted in family succession parley. Took land, other assets instead of cash, retained 11.2% interest in oil...

...3 children. Protege of uncle, King Ranch patriarch Bob Kleberg, who willed him his boots. Family ignored symbolism: chose less dominant personality as successor. In 1976 sold his 1/8 share to family for \$70 million cash. Owns 100,000-plus acres Tex-as and

California, San Antonio...

...Minimum net worth: \$150 million. "That's ridiculous. My net worth is \$42.50."

Peter Sharp

Real estate. NYC. 53. Divorced, 3 children. Father was major hotelier NYC 1920s (Delmonico, Ritz...

...backed by limited partners. Left partnership 1980; has new arbitrage, investment banking, investment firm; also

family-owned hotels, including renowned Beverly Hills Hotel. Teaches arbitrage courses at NYU and Columbia U...

...34 million eq. ft. in numerous states. Sold out to Trizec Corp. (Canadian) 1980. His share: \$90 million. Kept many investments, but semiretired: "I thought it was time to work a..."

...worth: \$150 million.

Robert H. Kieckhefer

Containers, investments. Prescott, Ariz. 65. Married, 4 children. Joined family cardboard box and shipping container business 1939. Company joined Weyerhaeuser 1957 for \$217 million in...

...about \$52 million (d. 1970). Robert now breeds and races horses. Quiet, private. With immediate family, owns over 2% Weyerhaeuser, other investments (largest: InterNorth). Admits to minimum net worth of \$150... and tubing 1971. Sold out to Diamond Shamrock 1982; regular shareholders got \$17.50 per share, Turner's 9.5 million common shares exchanged for 4.2 million convertible preferred Diamond Shamrock, worth minimum \$133 million, paying \$8...

...all wrong. Nevertheless, raised \$80 million venture capital, started up 1973. With 2.23 million shares, his minimum net worth is \$150 million. "I was a crummy student-- like Winston Churchill..."

...I didn't realize it'd been that long.' Chairman Bank of Illinois since 1962, family has control. Also prime San Diego real estate (mostly undeveloped), plus bonds, etc. Augie Jr. (Chris) running stations from 1976, now has controlling interest. With family, minimum net worth \$150 million. Modest: "We just live like our neighbors do. Maybe some..."

...1960. Duncan: Wayzata, Minn. 53. Married, 4 children. Has long run Waycrosse, Inc., Cargill/MacMillan family's (which see) private investment firm; Cargill director. Hugh: Ft. Lauderdale, Fla. 55. Married, 6...

...50. Divorced, remarried, 2 children; 1 deceased. Out of the country most of the time. Share their family branch's approximately 33% of Cargill stock, worth at least \$425 million.

Ruth Chandler von...

...Chandler empire, minimum net worth is \$140 million. Harrison: Arcadia, Calif. 80. Married, 1 daughter. Family spokesman. After Stanford 1927, joined company. Ran Times-Mirror Press through 1968. Now chmn. Chandis Securities, family holding co.; active community affairs. His 14% interest, etc., worth at least \$125 million. Alice 4 children. Served as Stanford trustee; supports cancer research. Her share also worth \$125 million (see also Chandler family).

James Emmett Evans

Citrus grower. Dade City, Fla. 83. Married, 1 son, 1 daughter. Former

...
...America 1953), 4 children. Former Air Force guided missile officer, "worked for my daddy" in family real estate business buying and selling nursing homes. Thought hospitals could be more profitable. Founded
...

...under development, including 36 psychiatric hospitals. "Competition has to be brought into the hospital." With family, Fickling owns 4.2 million Charter shares. Some debt, but minimum net worth still \$140 million.

James R. Cargill, Margaret Cargill

Brother...

...William W. Cargill (d. 1909), founder of grain-trading giant Cargill, Inc. (see Cargill/ MacMillan family, other MacMillans). James: Minneapolis. 60. Married, 3 children. Joined company 1947, rose to v.p...

...business affairs. Margaret: La Jolla, Calif. 63. Unmarried. Little known. Together, believed to own their family branch's 20% Cargill stock, worth at least \$275 million.

M. Larry Lawrence

Real estate...

...household word among contractors, small manufacturers, etc. "The consumer shouldn't know the Grainger name." Family stock worth over \$135 million.

James Elsworth Davis

Winn-Dixie Stores. Jacksonville, Fla. 76. Married...

...liquid, sell for cash and don't buy real estate.' Firm still run largely by family, still owns on land beneath 1,210 supermarkets in 13 Sunbelt states (mostly Florida). James...

...with 9%. Also ranching, life insurance, etc. Minimum net worth: \$135 million (see also Davis family).

A.L. Ellis

Banking, real estate. Tarpon Springs, Fla. 77. Married, 1 daughter. Started New...

...holding co. Conservative, few commercial loans. Recently agreed to sell 56% stake for 4 million shares NCNB Corp. effective March 1984. With

extensive real estate western Florida, minimum net worth \$135...Phipps (d. 1982), youngest of 19th-century steel magnate Henry Phipps' 5 children (see phipps family). Howard: Westbury, N.Y. 49. Married, 3 children. Lives quietly; represents self, sister on Bessemer...

...children. Husband, prominent lawyer, was aide to former New York City Mayor John Lindsay. Their share of Phipps fortune worth at least \$260 million.

John H. Johnson

Publishing. Chicago. 65. Married...

...believe in miracles. I believe my success is a miracle.' Business run like large extended family; daughter Linda, 25, being groomed for eventual control. His minimum net worth: \$130 million.

Frank...

...remarried, 2 sons. Grandson of publishing mogul E.W. Scripps, but a sundered branch of family: 'We're all individualists-- otherwise they'd have us for antitrust!' Father James started Scripps...

...strength.' Chain highly profitable; his 90% worth minimum \$130 million (see also E.W. Scripps family).

Generoso Paul Pope Jr.

Publishing. Manalapan, Fla. 56. Widowed, divorced, remarried; 1 child by first...A. (d. 1956) started Baghdad bank 1899, became known as 'Rothschild of the East.' Brought family to U.S. 1941 to escape war; later lost Middle East bank empire in Arab...

...Int'l. Bank), chmn. until 1979. Serves on various boards, manages vast investment portfolio; personal, family holdings believed worth far more than \$125 million. 'If there's one thing I've...

...Inheritance. Montchanin, Del. 77. Widowed, 3 children. Niece of Pierre (see Pierre S. du Pont family, du Pont family); received 4% share when he distributed his wealth 1924. Husband member of family partnership that founded Delaware Park racetrack, 1937. Hobbies: gardening, breeding horses and hunting dogs. Minimum...

...stepping down 1983 as chairman Met. Museum of Art (NYC). Sold Dillon, Read 1981. Controls family fortune--including 34% U.S. & Foreign Securities Corp., ...J. 45. Married, 3 children. Grandfather John bought into Bergen (NJ) Record; wholly owned by family since 1930. Malcolm spent 1960s learning business, took over 1971; finished college after a second...

...With 4 TV stations, Bergen Evening Record Corp. worth over \$200 million. He votes all shares, beneficially owns 60% worth minimum \$125 million.

Thomas Jordan

Oil, wine. Healdsburg, Calif. 48. Married...

19/K/18 (Item 1 from file: 349)

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PCT FULLTEXT

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	Country	Number	Kind	Date
Patent				19

Detailed Description:

...the transformations of the meanings of the knowable and perceivable forms occur. in the machinery, relative to the existence who conceived the aloorithm. While conventional

I
machinery exisis relative to the observer of it (the programmer or computer or robot maker). the machinery, most importantly. does not exist relative to itself-a findarnental terict in definitions of existence stipulated by the humanities. When a... accordance with the svntax of a language definin(an al(orithm, it does not transform relative to its own knowable and perceivable experience of what the aloorithni means. The machinery does... other artificially intelligent device

Li
PCTIUS98/08527 transforms in thC universe, it does not transform relative to its own existential or o-rld experience. The use of the pronoun I in... a common aLltomobile-the transformations of the meanings of lan0UaGe (defininp typically. engineering knowledges), embodied relative to a human observer material forms Of the Ulliverse that are only extrinsic forms to...the existential interactions of Ra module real, cognitive and communicative experiences with user and the shared reality of user and Rg provide for the existence of Rg as a synthetic form...Figure 6 shows the communicative real form of the Rg Module.

Figure 7 shows the shared communicative real form of any communication of the Rg and the user.

Figure 8 illustrates...fourth step of the translation procedure of the U. G: development of the translated forms relative to the existence of the enabler.

Figure 92 shows a summary of the four step...of the eternal form of human being. Within this science, our own knowledges are understood relative to the enablement of synthetic existences, or androids who know and perceive in Our universe...corporal existences, all forms of knowledare of the unified theory are understood, universally, as occurring relative to infinitely many knowers and perceivers, or enabled existences, and are treated from the perspective...perceivable objects or objective forms around us are not ultimately real. or are real only relative to the being who knows and perceives them, or 1 5 to the existence of...

Claims:

...that the respective statements are true only in the knowing and perceiving of them, or relative to their observer.
1 5 3. AN, EPISTEMOLOGICAL INTERPRETATION OF THE PHYSICAL UNIN'ERSE:n...or light source moves, according to classical theory, in relation to the other, under the relative constancy of the speed of light.

Indeed the velocity of light is constant. It is... namely, via the ripples in the conveying or enabling medium-the water), has a motion relative to the other which disregards the additive influence of its own velocity and that of... That I, in turn, knows and perceives the splitting of the enabler's atoms and shares the same reality of the enabler. Since epistemic instance is the enabling representation of inertial... in this example that in the precise way that we acquire knowledge and experience reality-relative to our introspective knowing via the intrinsic or pronoun forms of language-enabled existences know... elements or Consider in the it@ave equation is a knowledge that occurs, f9only relative to an enabled I, and has meaning only once the existence, or I, is enabled... and-a noun in the English language and the transformation of the geometries of a circle and a line as they are known and perceived in comparison to each other as... phenomena defining enabled moments of synthetic inertial existences -)o from the standpoint of the enabler. Relative to the many ways in which epistemic instance occurs, four such ways are more tractable... the enabled moment in the enabler's knowledge. It is attained by breaking open the circle, or the transformational element of Z7epistemic instance, into a phenomenology of form of the... instance, would not be complete epistemologically. since it would characterize only a handful of transformations relative to the infinity of those employed in the scope of all knowledges. A universal dictionary... each other in the coupling medium. The characteristic losses in the medium or conduit, are, relative to the extant instances of the resistor and capacitor, negligible because the enabler makes it... that a lot, in contrast with our conventional beliefs, is more precise epistemologically, or exact relative to the existence of the knower, since ten thousand may or may not be a... our knowing and indeed enables who we think and perceive we are, existence is a relative term referring only to the one who knows or enables it. Any definition of existence... beings. In the context of the unified theory, this means that existence can be enabled relative to the enabler's knowing and perceiving, that we ourselves can enable existences (beings) in... fact that one's ultimate reality is absolute and one's knowledge of existence is relative means that the four universal ways of knowing introduced earlier2- @ --) can be used to... the four universal ways of knowing. If we can define an arbitrary form of existence, relative to whatever we think it to be, we can embody it, through the universal ways... consequence of a grander universe and cannot define who and what we are universally-except relative to the thinker of the theory. The fact that we behave and are aware of... Being, the forms of existences themselves, account for all instances of a complex language, although relative to the enabling forms of the U.G., the entire English language contains but a... discussed earlier, an object is enabled in the transformation of the universe; it exists only relative to the enabled moment of the universe. This is why nouns represent anything that is... The unified theory therefore requires that all forms of language are either phenomenological transformations (the circle of the illustration of epistemic instance) or I O phenomenological nouns (the squares of the... own intrinsic nature, as in They observe each other. Much like the reciprocal pronoun, a relative pronoun with an antecedent intrinsically links principal and subordinate clauses of whole sentences-whole but discrete experiences of the world around us. The relative pronouns-such as who, whom, whose, which, what, and that-while they often serve as... instances of composition in which they are constructed, modally transform sentence elements (objects) in existentially relative ways. In addition, the indefinite pronouns-w,ho, what, whoever, whosoever, whose, which, and whenever... they are unmistakable in the constructions of the language; they are limited in transformational capacity relative to a verb proper. Verbs are explicit ways of denoting (meaningful) transformations in English. Nevertheless objective forms (of a person, place or thing). Each, however, shares the epistemological universe with prepositions, hyphens, and mathematical functions. A transitive verb is one that... recreation of the universe. In I O the same way that a being knows the relative placement of a number of coins thrown on a table., the being knows the temporal... centered on the reference form of translation-the present tense of a verb-and occur relative to it. Most forms of natural language conceived by an enabled being correspond to the... English composition when it comes to poetry. In this way, the cases of nouns are recommendations on the part of the grammarian as to the manner in which the elementary syntactical... of the world around us, wherein, for example, a mind-body dualist theory of existence shares androidal forms with idealist, materialist, behaviorist, and other views of existence, and wherein all theoretical...

19/K/19 (Item 1 from file: 471)
New York Times Fulltext
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(USE FORMAT 7 FOR FULLTEXT)

Text:

...house of the Brazilian Congress, clearing the way for a trial on charges that his family and friends had accepted huge bribes on his behalf in return for Government favors.

Losing by a...

...Mr. Collor was largely responsible for the dismantling of Brazil's nuclear bomb program, reducing Amazon deforestation, doubling reservation land for Indians, starting a program to privatize state companies, and opening...

...Mr. Collor's former campaign treasurer, Paulo Cesar Farias, funneled at least \$32 million to friends and family of the President, including his wife, Rosane.

"I feel very frustrated," said Jarbas Passarinho, a...

...vote in the lower house.

Government lawyers argued that the Senate must name a 21-member committee to review the chamber's impeachment actions and then vote to accept or refuse the chamber's...

Captions:

...former campaign treasurer, Paulo Cesar Farias, of running a multimillion-dollar influence-peddling racket and sharing the proceeds with the President.

June 4 -- Congress appoints an investigative panel to examine Pedro...

...dollars from a 1989 campaign loan moved into bank accounts belonging to Collor and his family.

Aug. 3 -- Education Minister Jose Goldenberg resigns, saying he is disgusted with corruption.

Aug. 16...

19/K/20 (Item 1 from file: 494)
St LouisPost-Dispatch

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...of all the gift-shopping you have to do this month, you need to dazzle family, friends or co-workers with a holiday spread, stop by Schnucks Online Super Center at [www...](http://www.schnucks.com)

...gestures, you're under the gun if you want to send seasons greetings to scattered family and old friends before the new year. At the Animated Greeting Cards Store at [www.greeting-cards.com...](http://www.greeting-cards.com)

...their products. Although it seems strange that a retailer would hawk books on the Web, Amazon.com at www.amazon.com has more books than any other bookstore - over 1 million searchable titles. The site also features best-seller lists, has interviews with authors and solicits customer reviews. CDnow at cdnow.com also has an

impressive inventory of over 165,000 CDs from...

...devoted to kids of all ages. Both FAO Schwarz at www.faoschwarz.com and The Sharper Image at fir.enet.net:80/cgi-bin/WebObjects/SharperImageCatalog/SIHome.wo have appealing, easily...

Caption:

...cart/wfform/kwanzaa-all
American Greetings: www.americangreetings.com

WEB STORES

CDnow: cdnow.com

Amazon.com: www.amazon.com

Egghead Software: www.egghead.com

TOY STORES

The Sharper

Image:fir.enet.net:80/cgi-bin/WebObjects/SharperImageCatalog/SIHome.wo

FAO Schwarz: [www.faoschwarz...](http://www.faoschwarz.com)

961216

19/K/21 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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...space of several months, some 3 dozen senior editorial staffers and contributing editors debated the relative influence of hundreds of companies. In the process, we considered annual revenues, key product lines, and market share, but the final rankings were not determined by financial success alone. You can't put...

...the process of pacing fellow upstart Yahoo! up the NASDAQ valuation curve, Wall Street darling Amazon.com earned its first appearance at a remarkable number 33.

Joining Amazon were 16 other first-time members of this PC cosmology. Separate articles in the following...Industry icon Alan Shugart was replaced as CEO by Stephen Luzco in July 1998.

33 Amazon.com Inc. www.amazon.com

Amazon.com advertises that it is the Earth's biggest book and music store, offering more than...

...The Seattle-based company plans to expand its customer base by offering resources such as customer reviews, personal recommendations, and gift suggestions. Amazon.com CEO Jeff Bezos founded the company in July 1995 and brought it public in May... of the PC industry's largest manufacturers, ranking in the top ten worldwide for market share and employing more than 23,000 people in 44 countries. The Taipei, Taiwan-based company...

...company continued its long period of growth this year with a buyout of Texas Instruments' share in their joint DRAM manufacturing effort, part of Acer's effort to become a player...simultaneously.

57 S3 Inc. www.s3.com

S3 makes multimedia accelerator chips, from its ViRGE family of graphics and video accelerators to its SonicVibes audio accelerator. The company sells its products...

...recently introduced MGA-G100 and MGA-G200 chips, Matrox expects to expand its 33 percent share of the add-in branded board market. Sales of its 64-bit graphics accelerators, including...

...Montreal-based company utilized PCI architecture and implemented dual-ported WRAM in its products.

61 Sharp Corp. www.sharp.co.jp/index-e.html

Led by president Katsuhiko Machida, Sharp and its U.S. subsidiary Sharp Electronics Corp. manufacture home and office electronics products. In addition to notebook PCs, the company makes a variety of handheld PCs, including the Zaurus and the Windows CE-based Mobilon. Sharp also makes flat-panel LCD monitors and anticipates increased development of advanced LCD technologies in...one of the leading producers of home-use and educational software with products such as Family Tree Maker, Print Shop, and the Carmen Sandiego series. Broderbund's Red Orb division publishes...server management software R/3, thanks to the worldwide concern about the year-2000 problem. Sharing the office of CEO, Henning Kagermann and Hasso Plattner plan to win new customers for...million under the direction of CEO Thomas A. Jermoluk. (See

the sidebar "Fast Growth, Fast Friends.")
98 In Focus Systems Inc. www.infocus.com
In Focus Systems manufactures multimedia projection systems...

...Seiko Epson Corp, JAPAN
(31) Lucent Technologies Inc, NJ
(32) Seagate Technology Inc, CA
(33) Amazon.com Inc. WA
(34) Network Associates Inc. CA
(35) Micron Technology Inc. ID
(36) Autodesk Inc...

...58) MetaCreations Corp. CA
(59) Western Digital Corp. CA
(60) Matrox Graphics Inc. CANADA
(61) Sharp Corp. JAPAN
(62) Fujitsu Ltd. JAPAN
(63) Hitachi Ltd. JAPAN
(64) Viewsonic Corp. CA
(65...on the PC Magazine 100 ...

	1997	1996	Change
@Home Network	\$7.4	\$0.7	+957%
Amazon.com Inc.	\$147.8	\$15.7	+841%
nVidia	\$29.1	\$3.9	+646%
3Dfx Interactive	\$44...		

...Cabletron, Informix, Intel, Iomega, Lexmark, Logitech, Macromedia, Matsushita, PointCast, Samsung, The Santa Cruz Operation, SAP, Sharp, Silicon Graphic, and S3.

PUBLIC COMPANIES

The number of companies on the PC Magazine 100...

...Cendant Software is no small player in the computer industry, holding a 12 percent market share and pulling in \$378.6 million in software sales last year according to PO Data...s simple answer: "More. More power, more realism."--DN

RELATED ARTICLE: @Home
FAST GROWTH, FAST FRIENDS
97

Although pundits debated the merits of AT&T's multibillion-dollar buyout of cable...

...you're watching a football game and you can make a videophone connection to a friend in the corner of the screen," says Jermoluk. "How'd you like to be laughing..."

...staff editors at PC Magazine. ADAM ASCH, RODERICK BELTRAN, GARY BERLINE, EMILY COHEN, STEPHANIE LINDENBAUM, SHARON NASH, and ANGELA TUKA are editorial researchers, and BRETT KRASNOVE is an editorial assistant at...

19/K/22 (Item 2 from file: 47)

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...it is known as "collaborative filtering."

Collaborative-filtering programs such as Alexa descend from the family of software known as "intelligent agents." Software agents have been an idee fixe of Silicon...

...the resulting analysis. The agents are not limited to recommending Web sites: Barnes & Noble and Amazon.com use the technology to help online shoppers choose books, for example, and visitors to CDnow...

...might expect. The agent assumes that: people who have some interests in common will also share other interests, and that Web sites or rock albums--or books or movies or wines or operas--that have fans in common will share some general characteristics. The wager at the heart of the Firefly model goes something like...easiest way to appreciate the limits of the technology is to picture saying to a friend, "So you loved Madame Bovary? Then you must read P. G. Wodehouse."

It's fun...

...its database, looks for patterns of likes and dislikes that repeat themselves, and passes its recommendation on to the user. In this sense, the computer is more of a traffic director than a thinker: moving...

...also of modern computing's founding fathers.

The dream of a technology that would gather, share, and multiply collective wisdom fueled many of the Net's early pioneers: Vannevar Bush, Ted...

...and DreamWorks, and expert wisdom comes in the form of Ann Landers columns and Psychic Friends. If the computer is, in the end, merely making connections between different cultural sensibilities, sensibilities ...

...Brother or HAL, after all; it's trying to replicate the folksy, communal practice of friends telling friends about an online magazine they might like or a good deal on a Ford Taurus...

...there's an engagingly small-town Americana feel to all of this--even if the "friends" at issue are total strangers, communicating to each other over the distributed network of the...intelligent agents become a significant factor in the formation of cultural taste or in the sharing of collective wisdom, then the issue will extend far beyond the economic think tanks and...

...the decentralized agents of collaborative filtering aren't so different from the soothsayers of Psychic Friends.) It doesn't take much projection to nudge the recommending agent toward a tipping point...pattern matching--all those agents scouring the Net for signs of common behavior, relevant ideas, shared sensibilities--will eventually influence much of our media-saturated lives, maybe even to the extent...

19980900

19/K/23 (Item 3 from file: 47)

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...operations in primary tropical forests. The Bank's deliberations bring a seemingly abstract debate into sharper focus. The questions before the Bank and its many constituencies are simple: Will new investments... changing the 1991 policy.

Outside protected areas, if our goal is to ensure that local communities and indigenous peoples claim real benefits from logging, then we should encourage the Bank and...

...million (m.sup.3) (year.sup.-1) (roundwood equivalent) of tropical timber produced by ITTO member countries. Annual Review and Assessment of the World Tropical Timber Situation (ITTO, Yokohama, Japan, 1996).

(5.) Calculations based...

...Hardner and R. Rice, Financial Constraints to "Sustainable" Selective Harvesting of Forests in the Eastern Amazon. Bioeconomic Modeling of a Forest Stand in the State of Para, Brazil, Development of Fragile...

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? ts19/7/22

19/7/22 (Item 2 from file: 47)

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05238538 Supplier Number: 21121913 (THIS IS THE FULL TEXT)

The soul encoded: software that thinks it knows you.(intelligent agents offer advice)

Johnson, Steven

Harper's Magazine , v297 , n1780 , p65(6)

Sept , 1998

Text:

Somewhere deep within an office in The Presidio of San Francisco, shuttered against the contaminants of dust and static, a robotic device connected to a supercomputer darts in and out of a miniature cityscape of digital tape drives. The assembled machines resemble an eight-track cassette juke-box, but the underlying technology is a touch more advanced: the supercomputer itself is approximately six thousand times faster than today's standard-issue PC, and the tape drives can hold over twenty terabytes of information, the equivalent of seventeen million books.

You'd think a processing superpower like this would be off-limits to everyone but grad students, millionerds, and astrophysicists, but the surprising truth is that you can tap the cognitive resources of this machine via an ordinary. Web connection, as thousands of casual sufferers do every day. With all that horsepower at their disposal, you might ask, what order of wisdom do these surfers seek? The mysteries of quantum physics? A grand master's sacrificial pawn? As it turns out, the robotic claw and the supercomputer are collaborating on an answer to a more basic question: how will we entertain ourselves next?

This contraption is the property of Alexa Internet, which was founded in 1996 by two thirty-something Net pioneers, Brewster Kahle and Bruce Gilliat. The company's primary product is a software tool called Alexa. While the software has received some attention for its ability to retrieve deleted Web pages, the most provocative thing about Alexa is its uncanny ability to recommend new Web sites based on your individual tastes and inclinations, as though the machine itself had somehow come to know you personally. "Uncanny," that is to say, in the original E. T. A. Hoffmann sense of unheimlich, the mechanical doll that feigns the delicate sensibilities of a princess and fools everyone along the way. Alexa can direct weather fanatics to obscure university-subsidized satellite images, or Devo fans to exhaustive discographies of the band's collected works, all without consulting the editorial judgment of a flesh-and-blood linkmaster. In the older, analog world of mechanical objects, we once called this phenomenon animism, the machine passing for a living soul. But in the world of software, it is known as "collaborative filtering."

Collaborative-filtering programs such as Alexa descend from the family of software known as "intelligent agents." Software agents have been an idee fixe of Silicon Valley visionaries for nearly a decade, ever since Apple first floated the idea of a Jeeves-like application that would dutifully schedule appointments, track down library records, and run interference with your digital creditors. But most attempts to bring the idea to fruition have been spectacular failures, sunk by cartoon-like

anthropomorphs darting across the computer screen, pestering their masters with "helpful" tips.

Collaborative-filtering agents interact with humans in a more mild-mannered, largely numerical fashion. The software does three fundamental things: it collects data about your cultural tastes, compares that data with other profiles in its database, and then makes recommendations based on the resulting analysis. The agents are not limited to recommending Web sites: Barnes & Noble and Amazon.com use the technology to help online shoppers choose books, for example, and visitors to CDnow and MovieCritic can ask their computers to personalize suggestions for music and films. But can computers really replace humans as entertainment guides and cultural critics? What will happen to the texture and range of our culture if they do?

One of the first successful demonstrations of collaborative-filtering software came from Firefly Network, Inc., founded in 1995 and acquired last April by Microsoft for an estimated \$30 million. The "demo app" for Firefly was a music-recommending program assembled under the supervision of MIT Media Lab professor Pattie Maes. The program asked you to rate a handful of albums and then dutifully furnished a new set of titles that it "intuited" you might like. If you were familiar with some of the titles, you could rate those and ask for more recommendations. With each round of feedback, the agent grew subtler and more sophisticated, and its guesses grew more educated.

The logic behind collaborative filtering is simpler than you might expect. The agent assumes that: people who have some interests in common will also share other interests, and that Web sites or rock albums--or books or movies or wines or operas--that have fans in common will share some general characteristics. The wager at the heart of the Firefly model goes something like this: if two thirds of the people who like Elvis Costello's King of America album also like Nick Lowe records, then a King of America fan is more likely than not to be a Lowe fan as well. Alexa follows a comparable algorithm, tracking the surfing habits of thousands of individual users and looking for patterns in their trails. When you visit a given Web site, the software does a rapid-fire analysis of its database and returns with a short inventory of other sites to visit. I've noticed that many visitors to this site also visit these other sites, says the software. Perhaps you might like them too.

Collaborative-filtering applications require a massive amount of data for their recommendations to have any accuracy. If each title in the database has been rated by only a handful of people, there's simply not enough resolution in the numbers for anything useful to be extracted from them. Barnes & Noble's Firefly application performs tolerably well if you feed it mostly best-sellers, given that these books have already accumulated a significant body of ratings. (Of course, there's something absurd about consulting a high-tech oracle and having it tell you that you've just got to read Cold Mountain.) But consider the result of this query, an attempt to find books for someone who likes Madame Bovary:

Summer Moonshine P. G. Wodehouse
The Night Crew John Sandford

Bastard Out of Carolina Dorothy Allison
The Murder of Roger Ackroyd Agatha Christie
The Code of the Woosters P. G. Wodehouse
Murther & Walking Spirits Robertson Davies

Watching the computer generate these lists is entertaining enough, and you can't help looking for some hidden justification lurking in the more unlikely picks. It's a stretch, but you can almost see Bastard Out of Carolina as a more brutal version of Emma Bovary's domestic angst, and Roger Ackroyd--at first consideration the real wild card on the list--grows more plausible when you remember that this was Christie's most postmodern mystery, in which the narrator himself turns out to be the killer (perhaps a variation on Flaubert's "Emma Bovary, c'est moi!"). But the links invariably grow strained, artificial. The easiest way to appreciate the limits of the technology is to picture saying to a friend, "So you loved Madame Bovary? Then you must read P. G. Wodehouse."

It's fun--and usually a little reassuring--to lampoon software's more feeble efforts at imitating human discrimination, and there's no question that the hype balloons of digital visionaries could use a little deflating. Yet collaborative filtering--at least in its initial manifestations--has much to recommend it. For one thing, it makes no attempt to simulate human intelligence or consciousness directly. In other words, you don't teach the computer to read or listen to music; it simply looks for patterns in numbers--sometimes called "pattern matching." In fact, the "intelligence" of the agent is really the aggregated wisdom of the thousands--or millions--of people who use the system. The computer churns through the millions of ratings in its database, looks for patterns of likes and dislikes that repeat themselves, and passes its recommendation on to the user. In this sense, the computer is more of a traffic director than a thinker: moving brief morsels of information from user to user, not unlike the e-mail routers that send messages across the Internet. For this reason, collaborative filtering should be understood as a direct descendant not only of the "intelligent agent" breed of software but also of modern computing's founding fathers.

The dream of a technology that would gather, share, and multiply collective wisdom fueled many of the Net's early pioneers: Vannevar Bush, Ted Nelson, all those research scientists who built the original Internet backbone and then codified the standards of the World Wide Web. At its best, collaborative filtering can be seen as an extension of that original vision. "It would benefit society if we could more easily reuse the knowledge and experience other people have gained about problems," says Pattie Maes. "This is one of the ways that we have built software agents--they don't necessarily have any information themselves about what you do when you want to buy a car, but what they do is monitor, and collect a lot of information about people solving problems, and then give you some of that condensed information--and especially patterns that it finds among many people solving that problem."

Old-school humanists tend to find something alarming in the idea of turning to computers for expert wisdom and cultural sensibility. In most cases, the critics' objections sound like a strangely inverted version of the old morality tales that once warned us against animating machines: Goethe's (and Disney's) "Sorcerer's Apprentice," Hoffmann's "Sandman," Mary Shelley's Frankenstein. In the contemporary rendition, it's not that the

slave technology grows stronger than us and learns to disobey our commands; it's that we deteriorate to the level of the machines. Smart technology makes us dumber. Virtual-reality inventor Jaron Lanier has argued this point relentlessly over the past few years, including in a much-discussed debate with Maes on Wired's Web site in late 1995. "I still think a culture influenced by agents," he told me in an e-mail correspondence, "would be impoverished by a subliminal process of human accommodation to shallow computer representations."

The critique certainly has its merits, and even among the Net community--if it's still possible to speak of a single Net community--intelligent software remains much vilified in some quarters. Decades ago, in a curiously brilliant book titled *God and Golem, Inc.*, the computer scientist Norbert Wiener argued that "in poems, in novels, in

paintings, the brain seems to find itself able to work very well with material that any computer would have to reject as formless." For many people, the distinction persists to this day: we look to our computers for number crunching; when we want cultural advice, we're already blessed with plenty of humans to consult. Other critics fear a narrowing of our aesthetic bandwidth, with agents numbly recommending what everyone else is listening to, all the while dressing their recommendations in the sheep's clothing of custom-fit culture.

That said, it does seem a little silly to resist the urge to experiment with the current cultural system, in which musical taste is usually determined by the marketing departments at Sony and DreamWorks, and expert wisdom comes in the form of Ann Landers columns and *Psychic*

Friends. If the computer is, in the end, merely making connections between different cultural sensibilities, sensibilities that were originally developed by humans and not by machines, then surely the collaborative filtering model is preferable to the way most Americans consume entertainment, which is by obeying the dictates of advertising. Software such as Alexa isn't trying to replicate the all-knowing authoritarianism of Big Brother or HAL, after all; it's trying to replicate the folksy, communal practice of friends telling friends about an online magazine they might like or a good deal on a Ford Taurus. In an industry obsessed with slick futurism, there's an engagingly small-town Americana feel to all of this--even if the "friends" at issue are total strangers, communicating to each other over the distributed network of the Web. It's not an accident that Firefly jargon refers to users with similar tastes as "neighbors."

Small-town conservatism may sound like an unlikely sensibility for the latest in high-tech code, but the analogy is not as forced as it may appear. Just as the Gingrich Congress, and its acolytes in the business press, have argued for a devolution of centralized government, extolling the virtues of the market's creative anarchy, the software avant-garde has pressed for decentralized software applications, programs that get their smarts from the actions of thousands of users rather than just the central planning of a single programmer. What unites these two worldviews is the common theme of decentralization: the belief that systems that

self-organize from below--creating themselves out of countless lower-level actions rather than top-down, hierarchical command structures--are intrinsically sturdier, more self-sustaining, and more generative than their top-heavy counterparts. Mass culture has traditionally forced information--and artistic taste--to flow down command lines rather than ripple upward. (This is one reason why Madison Avenue catchphrases like NBC's "Must See TV" and AT&T's "You Will" so often have an authoritarian bite.) Systems such as Firefly and Alexa--not to mention the Web itself--are supposed to offer a viable alternative to that top-heavy model. "The greatest structural impact of the Net is decentralization; things and people no longer depend on a center to be connected," writes long-time industry analyst Esther Dyson in *Release 2.0: A Design for Living in the Digital Age*. "It's worth stressing that although the Net can be used for good and bad (like most powerful tools), it is asymmetrical in the way it gives power to the powerless. That is, it undermines central authorities ... and it helps dispersed forces to act together...."

These are encouraging words, to be sure. But in the end, the problem with Dyson's vision is not so much philosophical as it is empirical. Decentralized systems, as it turns out, do not always produce decentralized results; they're prone to what economists call "increasing returns." In market economies, increasing returns are a possibility in any system in which a product's value varies in direct proportion to the number of other people who are also consumers of that product. If a given product grows more appealing with each purchase, eventually it may reach a certain, hard-to-predict threshold (sometimes called a "tipping point") at which its popularity becomes self-generating: that is, people buy more because more people are buying.

For economists interested in questions of market efficiency, "increasing returns" is an issue of great contemporary import. (Not least because it offers the most plausible explanation to date for Microsoft's domination of the software industry.) But if intelligent agents become a significant factor in the formation of cultural taste or in the sharing of collective wisdom, then the issue will extend far beyond the economic think tanks and business schools.

Imagine the following scenario: a new book comes out, and ten people stumble across it through old-fashioned word-of-mouth or advertising. They notify a software agent about the book and give it a high rating. The agent then recommends the book to a hundred people who have tastes in common with the original ten. If only a handful of the participants in the second round find the book appealing, then it will quickly subside back into obscurity. But if the book fares well in the second round, it can easily skyrocket: thousands and thousands of people will suddenly have the title recommended to them. For books that genuinely deserve the praise, this can be an incredibly powerful--and, in its way, progressive--state of affairs. (Think of Dyson's giving "power to the powerless.") Books that don't have huge marketing budgets or brand-name authors behind them can ride these feedback loops to a justified mass success. In a strange way, these systems echo what Jimi Hendrix and Pete Townshend and Lou Reed did with feedback and the electric guitar thirty years ago. They take a familiar sound--in this case, the time-honored tradition of word-of-mouth--and amplify it beyond recognition. Instead of telling a few neighbors about the latest novel you've read, you can now tell a thousand.

There's something intoxicating about that amplification, of course, but also something deafening. Great books might rise to the top more easily, but so might mediocre ones. As Lanier has argued so persuasively, intelligent software usually involves some kind of self-fulfilling prophecy, in which the aura of "intelligence" compels the human to project wisdom onto the agent's advice, even if it doesn't turn out to be all that wise. (In this respect, the decentralized agents of collaborative filtering aren't so different from the soothsayers of Psychic Friends.) It doesn't take much projection to nudge the recommending agent toward a tipping point; if people turn out to be twice as likely to enjoy something that they've been told they will enjoy--and the success of traditional advertising suggests that they will--then otherwise ordinary products will find themselves jettisoned into mass popularity, for no other reason than that they happened to stumble across a tipping point in their journey through the database. Of course, anyone who has been subjected to a Hootie & the Blowfish album will tell you that insanely popular mediocrity is nothing new, but Hootie haters can at least thunder against the P.R. departments and the coolhunters at MTV, who regularly foist schlock culture onto willing audiences. In the decentralized environments of collaborative filtering, it will seem as though the consumers brought the schlock on themselves, even though the real culprit, lurking somewhere in the deep math of the pattern match, will lie elsewhere: in the software itself and its propensity for increasing returns.

Pattern seeking is already on its way to becoming one of the primary mechanisms in the great Rube Goldberg contraption of modern social life--as familiar to us as the more traditional devices of supply and demand, representational democracy, consumer polls. Intelligent software already scans the wires for constellations of book lovers or potential mates. (Firefly lore includes oft-told stories of married couples who originally met via the pattern matchmaking of the software itself.) In the future, our networks will be caressed by a million invisible hands, seeking patterns in the digital soup, looking for neighbors in a land where everyone is by definition a stranger.

Perhaps this is only fitting. The evolutionary biologists tell us that pattern recognition is one of the earliest forms of intelligence. According to the "selfish gene" theory, an organism capable of recognizing its kin by detecting patterns in physical appearances possessed a unique evolutionary advantage over its fellow creatures: it could tell which sets of genes were worth protecting. Our brains got to where they are today by bootstrapping out of that primitive form of pattern matching; perhaps the software of today lies at the evolutionary foothills of some larger, distributed consciousness to come, like the Skynet network from the Terminator films that "became self-aware on August 29, 1997."

Some critics argue that computers will never reach the point where they can self-consciously emote along with Terms of Endearment or savor the first chapter of Roger Ackroyd. Certainly the evidence suggests that genuinely cognizant machines are still on the distant technological horizon. Intelligent agents don't listen to music; they listen to numbers that we supply, and let us deal with the air guitar and the off-key warbling. On some basic human level, that feels like a difference worth preserving--and maybe even one that we won't ever be able to transcend, a hundred years from now or more. But is it truly a difference in kind, or is

it just a difference in degree? This is the question that has haunted the artificial-intelligence community for decades now, and it hits close to home in any serious discussion of collaborative filtering. The computer doesn't listen to music; it looks for patterns in tiny pulses of electric

energy and converts those patterns into information that is useful--or at least aims to be useful--to human beings. Surely this process is miles away from luxuriating in The Goldberg Variations or whistling along with Hanson.

But what is listening to music if not the search for patterns in the otherwise chaotic sound field that surrounds us every day? One tool scans the zeroes and ones on a magnetic disk; the other scans the frequency

spectrum. What drives each process is a hunger for patterns, equivalencies, likenesses; in each the art emerges out of perceived structure. (Bach, our most mathematical composer, understood this better than anyone.) Will we ever feel fully comfortable taking our aesthetic cues from software? It's too early to tell. But in a world where the information that is accessible online is doubling every eight months, it is clear that some form of pattern matching--all those agents scouring the Net for signs of common behavior, relevant ideas,

shared sensibilities--will eventually influence much of our media-saturated lives, maybe even to the extent that the pattern seekers are no longer completely dependent on the commands of the masters. And where will that leave the software then? What makes music different from noise is that music has patterns, and our ears are trained to detect them. A software application--no matter how intelligent--can't literally hear the sound of all those patterns clicking into place. But does that make its music any less sweet?

Steven Johnson is the editor in chief of the online magazine Feed and the author of Interface Culture: How New Technology Transforms the Way We Create and Communicate.

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Top 100 Web sites. (guide to best of the World Wide Web)(Directory)

Bannan, Karen

PC Magazine , v16 , n4 , p101(12)

Feb 18, 1997

Text:

Explore the best the Web has to offer for your work and for your free time

The Web has experienced such exponential growth in such a short period of time that it has become an essential resource for everything from breaking news to research, from software to shopping. The pervasive presence of URL addresses on advertisements, magazines, and products means that you have more sites to choose from every day. PC Magazine's editors have put in the hours examining thousands of Web sites to determine which offer the most compelling mix of content, creative design, and cutting-edge technology. We've divided the sites into five categories for your perusal: Commerce, Computing, Entertainment, News, and Reference. We've also included 20 additional sites in 7 categories that represent the core technologies of the Web. If you haven't started taking advantage of the Web's riches, here's the best way to start.

Our Contributors:

KAREN BANNAN is a staff writer for PC Magazine Online. DAVID LIDSKY was the associate editor in charge of this story, and JAY MUNRO was the project leader.

Commerce

Amazon.com

www.amazon.com

Want to see the world's largest bookstore? You'll have to imagine the over 1 million books in your head as you visit Amazon.com for a truly unique shopping experience. Instead of strolling the aisles looking for what you want, you can search the massive catalog by keyword, author, title, or subject. And just about everything is discounted by at least 10 percent, so you're saving, too. Best of all, you can ask Amazon.com to e-mail you whenever a book matching your particular interests arrives in stock. The 30 percent best-seller discount specials, author interviews, and user contests make this site invaluable for those not interested in hanging out with cappuccino-swilling slackers in real bookstores.

American Greetings

www.americangreetings.com

American Greetings' take on the virtual corner card store makes it nearly impossible for you to forget an important occasion. You can buy a year's worth of greeting cards, flowers, and candy for all the special people in your life with one visit and never again have to remember to buy stamps or find a mailbox. The site's nicest feature is its ability to personalize every one of the more than 1,000 cards sold online, whether with text or by adding a photo.

AutoWeb

www.autoweb.com

The better prepared you are, the less frightening a trip to the auto showroom or used-car lot will be. AutoWeb arms you with all the facts and

figures you'll need to know about new and used cars. And because some dealers provide free estimates online, you can also comparison-shop without ever leaving your house. By the time you hit the dealership, you'll know as much as the salesperson does.

CDNow

www.cdnnow.com

Music, movies, and more make CDNow a definite stopping point for your online shopping needs. Find your favorite artists and browse through their discographies before reading their linked biographies and checking out similar artists. You can choose from over 165,000 CDs in a variety of genres, and even check out who the latest chart-toppers are. Credit-card, check, or money-order purchases can be made off-line or online, and CDs will be delivered right to your door.

Columbia House

www.columbiahouse.com

Most of us have been lured into a music club at one time or another, only to cancel several months later after forgetting to send back the Featured Selection of the Month Card. After all, how many Julio Iglesias CDs do you really need? But now Columbia House has made it easier to become and stay a member of all of its different clubs, which include CDs, CD-ROMs, laserdiscs, videos, and classic television show offerings. Not only can you choose the exact selections you want at any time using the searchable database, but you can respond to the monthly mailings via e-mail.

Egghead Software

www.egghead.com

You would expect a chain like Egghead to have a strong site, and you won't be disappointed. Pick the software or hardware category that interests you, view a comparative chart of products in that category, read descriptions, link to relevant reviews from computer magazines, and then buy online (with SSL security), or fax or call your order in. No muss, no fuss; just an efficient, online shopping experience for your computer needs.

FAO Schwarz

www.faoschwarz.com

The ultimate toy store has gone virtual, and the results are as bright and exciting as a child's smile on Christmas morning. The site features online shopping in 15 categories including Barbie, Action Figures, and Stuffed Animals. Each item highlighted online includes a picture and a short description, and the prices are fairly competitive. There's also an interesting About FAO Schwarz section that outlines the company's history and some of its inventive in-store promotions. As you browse and add items to your shopping cart, you'll find yourself getting caught up in the magic of childhood, over and over again.

Firefly

www.firefly.com

At one of the Web's most inventive sites, you answer a questionnaire about your musical tastes. Cite which artists you like and you get back a list of other artists you might like. You can do the same thing for movies, too, which makes Firefly a great place to visit before you go to the video store. While all that sounds easy enough, what's really going on behind the scenes is "collaborative filtering." You are creating an agent for yourself

when you set your preferences, and Firefly returns information based on what others like you have said they like. Your preferences keep evolving as you tell Firefly what you like and don't like. You can meet kindred spirits in chat rooms designed to build communities of like interests. (Softbank, the parent company of both PC Magazine and Ziff-Davis Publishing, is an investor in Firefly.)

HomeScout
www.homescout.com

Buying a home is one of the most stressful things you will do in your lifetime. HomeScout helps to ease some of the pressure by letting you search for your perfect home in the comforts of your present one. The site features a searchable database of more than 350,000 abodes. You can look for your perfect location, location, location or specify price range and number of bedrooms and baths. Once you've found your dream house, you can read up on mortgages and home care via the HomeScout Guide. All you'll need to do is find a little white fence to erect out front.

Industry.Net
www.industry.net

You can think of Industry.net as a high-end interactive business resource. This site is effectively a virtual Business-to-Business yellow pages--one of the best places for a business to connect with other businesses and find anything and everything it might need to succeed. You can search the database by product/service or company, and read about the latest industry news. And if you're interested in networking, you can easily scan through the associations and communities link.

JC Penney
www.jcpenney.com

JC Penney has been a shopping staple for more than 90 years and holds the honor of being the fourth-largest department store in America. Now, the retailer is heading onto the Web so you can shop for sneakers and jeans while sitting in your birthday suit. The site is extensive and boasts links where you can purchase gift certificates and baskets, clothes, housewares, or anything else you'd find in the store. Also, as an online shopper, you can take advantage of daily sales, coupons, and discounts. You can shop for others using the store's gift registry, find your nearest store location, and read about JC Penney's salon and photography centers.

Joe Boxer
www.joeboxer.com

Joe Boxer was the first marketing/PR Web sites in existence and is still one of the best. This funky underwear maven proudly proclaims that

it's already up to Version 6.9--a testament to the inventiveness of the site, which greets you with games, humor, and a virtual playground. The site succeeds because it makes you laugh and feel good about the company, and then you go out and buy the underwear. See how that works?

Levi's
www.levi.com

Levi's successful home page defines the words hip and young, two things almost everyone wants to be. You can check out Levi's TV commercials, play game versions of the fantasy Pool Boy ad, view an interactive time line, and even peruse a denim dictionary. What's more, you

can finally see all 501 reasons to live in your Levi's in one place. As we said, pretty hip.

Microsoft Expedia
www.expedia.msn.com

Expedia, a free service that's also a part of the new Microsoft Network, is an awesome travel planner with features and an interface that have left other, more firmly established travel sites scrambling to catch up. From 360-degree panoramic views of cities to e-mail notification of airfare price changes on reservations you've made, Expedia has become the travel site to beat. Within 15 minutes, you can book a cheap airfare, search for the perfect hotel, see its location on a map, rent a car, and print out the whole itinerary. It may be time to say bye-bye to your travel agent.

Microsoft Investor
www.investor.msn.com

Like Expedia, Investor is a free service that's also part of the new Microsoft Network. With a state-of-the-art interface that lets you track your portfolio, read news pertaining to the stocks you hold, look up historical performance of stocks and mutual funds, and tailor the charts and graphs to your specifications, Investor has all the bases covered. You can also make stock trades via Charles Schwab, with more brokers on the way.

MovieLink
www.777film.com

What movie should we see tonight? At MovieLink, not only do you get the typical array of movie news, gossip, and previews, you also get 777-FILM, the online cousin of MovieFone. After selecting a city, you can browse by theater, title, or genre and get complete and current movie times. You can chat with other patrons, read reviews, and even access a Parents' Rating Guide to help you pick the right movie to see with the kids. Once you've made the big decision, tickets are just a few mouse clicks away, and they'll be waiting for you at the theater. Sorry, but you'll still have to wait on line for the popcorn.

Quote.Com
www.quote.com

With the stock market proving to be as volatile as a real bull, smart investors need to keep up to the minute without setting up a hot line to their brokers. Quote.com helps you bridge the gap, keeping you informed every second of the trading day. The site features real-time business news, earnings forecasts and reports, market analyses, annual reports, and company profiles. You can also track multiple portfolios automatically and receive relevant real-time news and stock-price alarm notification via e-mail. Online!'s real-time voice chat, Talker, and information on money-market, CD, mortgage, and credit-market rates from BanxQuote have made Quote.com a viable competitor to getting your own Bloomberg terminal. Although most of the services--including real-time stock quotes--are fee-based, enough free data is available to keep everyone happy.

Tunes.com
www.tunes.com

Here's another CD shopping site, but unlike CDNow, this one puts its music where its mouth is. You search among 200,000 albums and 1 million song titles to find the disk you want to buy, but before you make your

purchase, you can listen to a 30-second snippet of every song on the album. While you're at it, set up a personal music lover's profile and meet other Tunes members who

share your interests, and browse through the personal music picks of the rich and famous.

Computing

C

Net

www.cnet.com

C

net online is a splashy, well-designed site rich with information on computing and on life in the digital age. Updated daily with everything from breaking technology news to product reviews to musings of the digerati, c

net livens up its colorful content with multimedia elements such as Java applets, RealAudio streams, and Shockwave animations. c

net also produces shareware.com, a "virtual software library" where you can search through a claimed 190,000 shareware titles and their detailed reviews, and search.com, a convenient one-stop front end for dozens of major and minor search engines. The site also boasts gamecenter.com, with reviews and news for the video and PC game-addicted.

Dell

www.dell.com

Dell has one of the most extensive sites of any PC vendor, but what really sets it apart is its nifty Customize/Buy Online feature, a natural extension of Dell's mail-order roots. Now you can run a price check on a variety of desktop, portable, or server system configurations and, when you've found your dream machine, purchase it online. Of course, Dell doesn't neglect the basics: You can research various product lines, download patches and new drivers, find out about upgrade options, use an automated tech-support expert system, and even check your order status online.

Family Tree Maker

www.familytreemaker.com

Genealogy is the perfect hobby for the Web; it demands excellent research tools and far-reaching communication. Broderbund has neatly integrated the latest version (3.4) of its popular Family Tree Maker package with a Web site that is quickly becoming an important clearinghouse for genealogical research. You can post requests for information or search through the information that others have already posted. There isn't much raw data here yet (you still have to buy the Family Tree Maker CDs to dive in), but as a jumping-off point, it can't be beat.

Gamelan

www.gamelan.com

Got a craving for Java? EarthWeb's Gamelan is sure to satisfy it, with listings of over 4,300 Java applets and Java-related sites, including Castanet channels (see the Castanet review in this issue). Whether you're a Java developer or you just want to see some cool implementations of the technology that is changing the way we view the Web, Gamelan is the place

to go. You'll find categorized lists of Java implementations, plus What's New and What's Cool sections to make your searches easier. A brief summary explains each applet or site so you can weed out the losers. You can also read about and find sites and information on ActiveX and VRML. Once you're through browsing, you can talk over a cup of Java with other visitors in a chat area.

Gateway 2000

www.gw2k.com

Would you or someone you love like to be kissed by a cow? Gateway 2000 proves that computer company Web sites can be fun as well as useful. The playfully designed site--built around a bovine theme inspired by the company's mascot--offers easy access to product specifications, information on BIOS and driver upgrades, technical tips, and the opportunity to get cyberkissed by a Gateway cow. Even better, the company is one of a handful of vendors that actually let you configure, purchase, and check on the status of your system online.

HotWired

www.hotwired.com

Wired magazine on the Web is as fresh and visually challenging as the print version of the digital culture bible. HotWired delivers gossip with Ned Brainerd's weekly Flux column, politics with the prickly Netizen section, and industry updates in WebMonkey. Hang out at HotWired's speakeasy, Cocktail, and of course, take a look at back issues of Wired. You can chat about what you see or anything else anywhere on the site using talk.com, HotWired's Java-based chat facility.

IBM

www.ibm.com

IBM has assembled all of its product, research, and sales information on this site, which will help you do everything from keeping up with IBM research innovations to getting the latest Aptiva home PC. (You'll still have to visit www.lotus.com for complete information on Lotus products, though.) The site offers a lot of information on OS/2 Warp, but if Warp is not your main interest, you can use the site to find everything from profiles of IBM executives to regular polls in the company's Computers and Society section.

inquiry.com

www.inquiry.com

A resource for programmers and IT professionals looking for an easy way to gather information and reviews about programming and applications development tools, networking, and general technical product information, inquiry.com is extremely info-rich and well organized. It offers everything from articles from over 20 leading trade publications to experts providing answers to your specific questions. You'll find that searching for answers to any tech question is fast and easy. (Softbank, the parent company of both PC Magazine and Ziff-Davis Publishing, is an investor in inquiry.com.)

Microsoft

www.microsoft.com

You can't say Bill Gates does anything halfway. Microsoft's site offers computer junkies a bit of everything--actually, quite a bit of everything, and the site's repository is growing larger daily. You can learn all about the company's products, get corporate financial reports and stock updates, figure out how to order ISDN, browse technical-support

libraries, learn to tackle tricky programming issues, and check out technology demos. Further, you can download free copies of software, such as the Microsoft Internet Explorer 3.0 browser and the latest ActiveX controls.

MIT Media Lab
www.media.mit.edu

To enter the MIT Media Lab is to find yourself with a visitor's pass to the most famous cyberspace think tank. Browse around and you'll encounter lists of intriguing Internet research projects and cool new online gadgets like a Java-based poker game. Everybody who's anybody in the sphere of deep thinking about the online world's future eventually puts in an appearance here.

Nerd World
www.nerdworld.com

Nerd World Internet Subject Index and Search Engine makes it easier

for you to search for pages that exactly match what you're looking for, especially for computer-related topics. The site features 23 leisure and knowledge categories. Browsing through the Computer category will yield several hundred subcategories on subjects as diverse as Hacking, Power PCs, and Privacy in the Computer Age. Each of the subcategories features extensive, hyperlinked, alphabetized lists with several descriptive sentences, so you know exactly what you're in for. The page is maintained by a WebBot and updated weekly. Nerd World also has a first-rate People Search engine, a Make Your Own Index link that helps track the site's ten most popular links, and a free classified ad section.

Netscape
www.netscape.com

Netscape's prime attraction has always been the free software--it seems as if you can always check out a new beta version of the browser or some cool plug-ins with which to play. But you'll also find industry news; Developers Edge, a fantastic fee-based subsite devoted to developer information; Destinations, a launchpad to the best of the Web; documentation on Netscape products and technologies and on the Internet in general; and even a General Store, where you can buy Netscape products that are no longer free.

Sandy Bay Software's PC Webopaedia
www.sandybay.com/pc-web/index.html

Fuzzy logic, CD-ROM, domain name, firewall. Are you one of the plugged-in who know what these words mean? Or are you among those who might be slightly behind the technology jargon curve? Or, better yet, someone who feigns knowledge lest his ignorance be known? In any instance, the PC Webopaedia may be just the fix you need. The site is devoted to definitions of popular and obscure computer-related terminology. Search the database by topic or word and in no time at all you'll be spouting techno-babble with the best of them.

Stroud's CWS Apps List
www.stroud.com

Looking for a hard-to-find utility? Not sure which plug-ins are the best? Stroud's Consummate Winsock Apps List catalogs hundreds of Windows-based utilities and Internet tools, offering ratings (and often

full reviews) in addition to such information as version numbers, file sizes, required operating systems, and prices. You can scan the top 25 downloads of the past two weeks, flip through every 16- or 32-bit application, or check out the latest releases. Everything is presented in an easy-to-scan, table-based design. The site is updated nearly every day, so it manages to stay remarkably current, despite the ever-changing nature of the Net.

Sun Microsystems

www.sun.com

The Java technology pioneered by Sun has had an even bigger influence on Webmasters' imaginations and on many of today's hottest and coolest Web pages. Keep abreast with the latest news and breakthroughs in the effort to make platform-independence a reality. And who can forget that Sun hardware still lurks behind the scenes at many of the Web's most popular spots? You'll find not just hardware speeds and feeds but extensive lists of practical tips and tricks to help you keep a site running at its peak.

SupportHelp.com

www.supporthelp.com

Got a problem with your scanner or your serial bus but lost your manual and don't know the customer-service hot-line number? Get thee to SupportHelp.com, where you'll find links to company home pages, technical-support sites, phone numbers, and e- and snail-mail addresses for over 2,500 vendors. You can search alphabetically or you can check whether a Usenet newsgroup exists to help you, too.

TUCOWS

www.tucows.com

The Ultimate Collection of Winsock Software site offers exhaustive lists of Winsock-compliant freeware and shareware for Windows 3.1 and Windows 95, plus Macintosh software for those die-hard Mac fans. You can browse by application type or by product name; for each tool, TUCOWS offers a version number and revision date, file size and location, price, brief description, and 1- to 5-cow rating. If you're dying to know when the newest version of your favorite utility arrives, you can subscribe to a mailing list that will keep you apprised of updates. And with more than 100 mirror sites on nearly every continent, you'll never have to worry about waiting forever for something to download.

Tuneup.com

www.tuneup.com

This is a smart idea: Provide Internet users access to the latest in drivers, antivirus software, computer publications, DLLs, disk optimization, automatic file storage and retrieval, and driver updates, and give users experts' answers to questions about PCs. Put it all together and package it at a cut-rate price (\$3.95 a month) and you've got one hot power users' Web site.

WebPagesThatSuck

www.webpagesthatsuck.com

Often, the best way to make sure you're doing the right thing is to examine the wrong thing. More to the point, to appreciate the good, first you must delve into the bad. Vincent Flanders, the site's author, provides links to bad page after bad page in a quest to show you how NOT to design a Web page. You'll find that this fun collection of don'ts adds up to a do. Each link is accompanied by an extensive description of why the page is a

no-no and what could be done to make it better. Topics include the pitfalls of too many Photoshop images, Just Say No to PageMill, and Those Damn Frames!

webreference.com
www.webreference.com

Only a handful of sites fall under the "it's a must-read for the Web population" heading, and webreference is one of them. From newbie to Webmaster, you'll find plenty of topics to get you started on creating content and to take you into the next century. You'll never want for new information, with extensive coverage on topics such as Web authoring and Java implementation. There's a Developer's Corner a JavaScript Tip of the Week, as well as plenty of job postings for anyone looking to work in a Web-related field. Internet lovers will think they've died and gone to heaven.

w3C Reference Library
www.w3.org/pub/WWW/Library/

Another clear case for content over design, the w3C Reference Library (Libwww) is a general-purpose Web API written in C. It can be used as the code base for writing Web clients, servers, and proxies. Libwww provides reference code for HTTP and other Internet protocols as well as for handling many media types, including HTML. Members have access to new versions a month before the general public does, so you may want to see if your organization is already a part of the consortium.

Your Personal Net
www.ypn.com

YPN is less a search site and more a TV Guide for the Web; this site lists live events that will be happening all across the Web and on online services in addition to offering a searchable database of over 70,000 Web site reviews. There's no need to wade through a river of uninteresting garbage here: You can personalize the site to get a really good view of what's new on the Web that's interesting to you.

ZD Net
www.zdnet.com

ZD Net offers the vast computing information resources of more than a dozen Ziff-Davis computer magazines and newspapers (including PC Magazine). The site's NetBuyer section helps you shop for and purchase the latest products and also access weekly specials and side-by-side comparisons that can't be beat. You'll find daily breaking news, analyses, product and game reviews by the thousand, a huge shareware library, and unique online-only content from several writers and columnists. Whether you're job hunting or looking for the latest trade-show information, ZD Net successfully strives to deliver one of the best technology fixes on the Internet.

Entertainment
Buzznet

www.buzznet.com

Like a visit to the cappuccino bar, Buzznet gets your pulse racing and sets your nerves on edge as it serves up the latest jolt of trendy news, features, and pop culture in the form of JetPack, the latest e-zine to hit the Web. Whether you're scanning the latest hot-rod story or breezing through the Happy Mutant Handbook, you're sure to feel invigorated and slightly challenged. Buzznet is a must-read for the trendy on the Web.

DineNet Menus Online

www.menuseonline.com

DineNet Menus Online is a fabulous guide to restaurants in Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Francisco, and the D.C./Baltimore area. The reviews, photos, and menus (with prices) make this a useful site indeed, while the clean interface makes it a breeze to use and simple to search. You can browse each city's restaurants by location, cuisine, or "amenities" (which includes information on wheelchair access, parking, prix fixe and

pretheater menus, smoking rules, delivery/take-out, private rooms and catering, outdoor dining, and, if you can believe it, much more). If you want to

share your favorite watering hole with the rest of the Internet community, you pass it along to DineNet's owners via a toll-free number.

Discovery Channel Online

www.discovery.com

The Discovery Channel Online is livelier than an encyclopedia but just as jam-packed with information about everything under the sun. The site, which is more whimsical than the TV channel, lets you interact with its stories and even customize the site, but it never departs from its educational mission--whether dealing with jazz, sharks, or technology. The information is so well compiled you can successfully do real research, especially with Knapsack, its personal Web search tool. It's more than just another educational site; it's a net for the amazing stories happening around the world every day. A must for your kids.

Electric Minds

www.minds.com

Think of it as the Well on the Web. Cyberspace guru Howard Rheingold is pushing the envelope with a site designed to facilitate serious, wide-ranging discussions about techno-culture, life on the Internet, and the future. He's assembled a crack team of opinion makers and experts and

invented an interface that makes participation in the discussions particularly compelling. (Softbank, the parent company of both PC Magazine and Ziff-Davis Publishing, is an investor in Electric Minds.)

Entertainment Drive

www.edrive.com

A laughing Geoffrey Holder welcomes you as you begin to explore the multilevel menus of this rich source for show business news and fun. eDrive is a crossover hit from CompuServe, where it has a million members, and there's a definite emphasis here on chat and user interactivity. eDrive isn't a replacement for Mr. Showbiz or E! Online, but it's certainly one of the show-busiest of the showbiz sites.

E! Online

www.eonline.com

Mr. Showbiz finally has some competition. Downtown Julie Brown, the host of E!'s "Gossip Show," is just one of the personalities you'll find at E! Online, the Web version of the cable channel. This frequently updated

site includes great columns by Ben Stein, catty gossip from Ted Casablanca, plenty of celebrity profiles, and discussion forums--including one where average Joes write in to describe their own celebrity encounters.

Epicurious

www.epicurious.com

This site, which is updated daily, combines the best of Gourmet and Bon Appetit with the massive travel archives of Condé Nast Traveler. The result: the Web's best site for gourmet recipes and glamorous travel. The searchable databases--both for recipes and for travel--are unbeatable, and original articles and recipes are included to keep up your interest level. Other features include reader polls, a What's New at My Farmer's Market section, a wine guide, a restaurant guide sorted by city, and an interactive food dictionary.

Happy Puppy Game Site

happypuppy.com

If your hand is permanently attached to your video game controller, you'll be a happy puppy when you check out this site. Happy Puppy has games, games, stuff about games, and more games. You'll find games for every type of system imaginable: PC, Macintosh, MUDs, and MOOs, 16-, 32-, and 64-bit game systems. You'll also find a collection of the best cheat/walk-through pages, screen savers, gaming news, information on multiplayer online gaming, up-to-date game stats, and most important, all the shareware you can download.

Internet Movie Database

www.imdb.com

With information on 80,000 movies, a 1,000,000-entry filmography, and listings of hundreds of thousands of actors, actresses, and crew members, the IMDB is the single best film resource on the Web. You can search it for anything and you won't be disappointed. Not all movies have plot descriptions included, but if you ever need to get a list of something like all of Bette Davis's leading men from 1935 to 1945, or the exact musical score of *Some Like It Hot*, this is the place to find it.

Kids' World

www.kidsworld.com

Leave it to the funmeisters at 7th Level to come up with a site devoted to fun and games for the 8-and-above crowd. Kids' World requires some downloading, but the result is a graphics- and animation-rich site that runs independent of a browser and prevents youngsters from surfing outside its bounds. Join the club officially (for a price) and you'll get four 7th Level CD-ROMs a year. Even if you don't pay, your kids will still be treated to a wild and wacky fun house that will keep them busy for hours.

Match.com

www.match.com

Hate the bar scene? Loathe all the singles your mom keeps trying to set you up with? Take a chance on the personals--the Web personals. Match.com is the ultimate meeting and greeting, dating and mating site. You can enter as a guest or as a member (for a \$7.95 monthly charge) and peruse your way through postings from the lovelorn of the Cyber Age. Once you find someone you like, you can e-mail that person and set up a date, virtual or otherwise. The site even features an e-zine devoted to dating, relationships, gifts, and Match.com success stories.

Mr. Showbiz
www.mrshowbiz.com

Follow the activities in Hollywood with the clever daily columns, features, and tidbits in Mr. Showbiz. You can check out current movie, TV, theater, and music reviews, as well as star bios and Academy Awards databases. All the articles are written with biting wit and a sarcastic style, and each piece is augmented with elegant graphics, audio files, and photos of your favorite stars. Read the box office and music charts and the TV ratings to stay tapped into what's popular with the general populace. You can participate in water-cooler polls or try to win one of the frequent contests that add to the fun.

The Old Farmer's Almanac
www.almanac.com

You don't have to live on a farm to benefit from The Old Farmer's Almanac. The online version of this slice of Americana brings you folklore and old wives' tales along with recipes, tidal charts, weather predictions, and planting charts. It's a wonderful, creatively designed site with some innovative features, such as a nifty lunar calendar and a sunrise/moonrise calculator for your location.

The Onion
www.theonion.com

"Dalai Lama Decks Photographer in Disco Melee." "Cop Kills Own Partner, Vows to Track Self Down." With news stories like these, you can be sure The Onion is out to entertain, not inform. This hilarious online version of the comedy newspaper won't win any Web design awards, but the stories, updated every week and written at great length with a completely straight face, are always good for some serious laughter.

Outside Online
outside.starwave.com

This Web-based version of Outside magazine provides strong original content with plenty of exclusively Web material. Features are lively and varied: One day, you could be reading a story documenting the adventures of a family that's sailing around the world with a laptop and posting updates, and the next you might find your way up the Tibetan peak of Mount Kailas. The coverage of naturalist issues and outdoor sports is outstanding here. Overall, this site has the potential to spur on the actively recreating and the couch potatoes of the world.

Parent Soup
www.parentsoup.com

Parent Soup provides you with resources that will (with any luck) make you a better parent and your child a better son or daughter. Advice, interactive chats, and a searchable library help both ease your mind and give you a dose of reality--two things every parent needs once in a while. If you're looking for information about curfews, adoption, divorce, toddlers, school-related issues, or single parenthood, you'll probably find it here and at a price considerably less than what your neighborhood psychiatrist charges (it's free). Also, you can search the member database for parents that are interested in the same topics you are. Nothing soothes the soul like commiseration.

Pathfinder
www.pathfinder.com

Time Warner's massive site displays all the company's wares: record

labels, magazines, movies, and books. From Time magazine to Elektra Records to Bugs Bunny, it's all here. With Time Warner's recent merger with Turner, you can now get to CNN on Pathfinder too. You can read about the arts and plan vacations--even scan a kids' section, complete with kid-friendly movie and Web guides. To cater to the Web crowd, the daily Netly News is added, along with a Digital Pulse section, which offers Web site reviews and Internet news. Since everything on the site is searchable, it's also a good place to research current events or popular culture. You can also get just what you want from Pathfinder with its Personal Edition, available for \$4.95 a month or \$29.95 a year.

Playbill On-line

piano.symgrp.com/playbill/

However occasionally you attend theater--whether in New York, London, or Iowa--using Playbill's site to find a ticket is easy. You search the database by theater, show, or city (you can even specify "for kids"), and you get details about the show and the area: local maps, restaurants, and hotels. When you order (the service charge is \$4 to \$5), you receive confirmation by e-mail. Playbill provides you with the latest theater-related news about casting notices and national tours, plus information on theater-related travel packages. You can play games, answer quizzes, and get information on your favorite celebrities. For even more info, you can enter a name in "Who's Who" for a list of credits, or read the Broadway stars' answers to your bulletin-board questions.

Rocktropolis

www.rocktropolis.com

Walk through the streets of Rocktropolis for a while and you'll be up to date on all the latest music news and the newest bands. This site wins for both design and content: It's great-looking and jammed with enough activities to keep you busy for quite a while. Just listening to all the RealAudio files of complete songs from new artists would take over an hour. You can also chat with celebrities and fellow enthusiasts in the Buzz Cafe. Rocktropolis is an enthusiastic supporter of live Web music events, too.

Salon

www.salonmagazine.com

Salon is the highbrow e-zine for critical culture vultures. Daily columns on the media, music, new books, and the news give you a reason to check out Salon every day. Original reviews, articles, and interviews about society, art, literature, film, and more--posted every Monday--are guaranteed to keep you engaged (interviews with Helen Mirren and Jamaica Kincaid were both news makers). Salon is a sane and classy stop on your Web tour.

Swoon

www.swoon.com

Conde Nast finally packages its glossy magazines Details, Glamour, GQ, and Mademoiselle into a site that delves into sex, lifestyles, and the tribal rituals of twenty-somethings everywhere. Most notable for personal ads and raunchy discussion forums, the site also offers you advice, horoscopes, and a place to complain about how horrible it is to live with your parents.

t@p online

www.taponline.com

t@p online has a little bit of everything on draft. At this youth-oriented, exuberant site, you'll find job resources, "newz" dissection, spycams for voyeurs, a travel database, technology reviews and jargon, and entertainment and sports features. Check out the Virtual Dorm, a "Real World" on the Web; add your picture to the Chat

Family Photo

Album; and visit various chat rooms and message boards. With all this witty banter and commotion, t@p online can definitely be a place where everybody knows your name.

Walter Miller's Home Page

pages.prodigy.com/hell/walter/

You won't find a bit of art nor a single graphic here, just the badly misspelled text of young Walter recounting the horrors of living with his abusive, scatalogically obsessed grandfather in half of a prefab house somewhere in Texas. It's got to be fake, of course, but no one is sure--at least not yet. This site may not be for everyone, but if you like it on your first visit, subsequent installments will leave you in stitches. A word of caution: You may want to read this at home. As Walter himself explained, several people have already been fired for laughing too hard at work.

Word

www.word.com/

Word may be the quintessential e-zine out there. Its distinctive home page set the standard for pre-Java animated artwork, but its persona has always been grounded in erudite, well-written prose. Editor Marisa Bowe's band of sardonic twenty-something scribes consistently delivers highly personal, entertaining work that is a welcome anodyne to typical print magazine fare. Though Shockwave and RealAudio recordings occasionally augment a serial feature or an absurdist column, the Word experience cannot be had without a working sense of humor and a modest education.

You Don't Know Jack

www.bezerk.com

It's absolutely amazing that the online version of Berkeley Systems' wild and edgy trivia game plays just like the CD-ROM version. You'd never know you were on the Web as the hilarious host guides you through nutty and very funny rounds of trivia. Play alone or against an opponent, and yes, there are commercials.

Zoloft

www.spectacle.com

If you like interactive games that take advantage of the latest technology on the Web, you have to play Zoloft. You're drawn into a gothic adventure/mystery that drips with as much atmosphere as many of today's full-blown CD-ROMs. A narrator takes you through an initiation process, but after that, you're pretty much left alone. Your mission: to observe and gather information in order to protect the Society.

Experience VRML

Planet9 Studios

www.planet9.com

Some of the best VRML worlds can be found here on Planet's site, including Virtual San Francisco and the VRML Opera.

SGI

vrml.sgi.com

The pioneers in 3-D computing offer a must-see site for what's hot with VRML.

The WebLynx Ultimate Virtual Library

weblynx.com.au/virtual.htm

This comprehensive index lists hundreds of VRML sites on the Web.

Make the Web Move

VDO

www.vdo.net

Choose from a large selection of sites featuring VDO streaming audio.

Vivo

www.vivo.com

Check out a full index of sites that utilize Vivo's streaming-video player, including CNN Interactive and Fine Line Features.

News

CNN Interactive

www.cnn.com

When breaking news happens, you tune in to CNN on TV. You should log on to CNN's site as well, as it's one of the Web's finest multimedia news sources. This busy site helps you navigate easily through the day's top events and images and to delve into past CNN stories via a keyword search tool. The site covers world news, politics, sports, weather, science and technology, style, show biz, and health. The most impressive feature, however, is the video vault, which covers everything from sports highlights to entertainment news. The video vault makes it possible to watch the space shuttle take off again or critique with your friends President Clinton's last State of the Union address. You can download the NewsPager, a Shockwave application that runs from its own browser window and delivers headlines from CNN all day. Also available here is information from CNNfn, CNN's financial news network, and CNN/SI should be up by the time you read this for constantly updated sports news.

ESPNNet SportsZone

espnnet.sportszone.com

Although you'll have to pay to take advantage of all of its services, SportsZone offers all the content of its cable-TV cousin: scores, stories, stats, schedules, standings, video, and sound. For the fan or the fanatic, SportsZone hits a home run. The daily, up-to-the minute analyses and features help keep you on top of everything from the NCAA Run to the Final Four to the Stanley Cup playoffs. You'll also find one of the most popular office pastimes available online: fantasy leagues that let their members take living vicariously through today's sports heroes to a new level.

Excite Live!

live.excite.com

Excite Live! is a customizable news page with a difference: You can define what news you'd like to receive down to an amazing level of detail, and using its cool agent tools, you can refine your selections as you use Live! to get the news that you want. You can also create a Web clipping service for any topic that interests you. Just ask Excite Live! to watch for articles on, say, television, and it coughs up a lot of information

from over 400 sources. You click on the ones you like the best, and it learns from your choices. The more you tell this site about what you're interested in, the better it gets at delivering the goods. Why can't the TV networks learn to do this?

Los Angeles Times
www.latimes.com

Replete with coverage of the entertainment industry, the full-text version of La-La Land's leading newspaper is a great online read with many innovative features. You can scan all the day's headlines from one page with easy access to both the full story and section highlights. You can search through two years of movie reviews in the movie review database; find restaurant reviews based on type of cuisine, neighborhood, price, and rating; and follow your favorite sports teams' upcoming schedules with Game Tracker. Even the classifieds are here and searchable. You can also sign up for a customizable news page called Hunter, so every time you log on, the news that interests you from today's paper has been collected for you.

Mercury Center (San Jose Mercury News)
www.sjmercury.com

The San Jose Mercury News brings the best of its print version to the Web and adds much, much more. You can get up-to-the-minute news, read the sports pages, view the classifieds, and visit Digital High, a collection of news, views, and stories collected by and for teens in the San Jose area. The paper's renowned science and technology coverage is available, and the Listening Post provides you with a collection of civic-minded information, ideas, and methods you can use to make a difference.

New York Times
www.nytimes.com

Now a simple registration process gives you free access to all the news that's fit to print--electronically. In addition to all the articles from the paper, you get CyberTimes, a special section focusing on technology and the Internet, and Web Special, an area where you'll find exclusive content not found in the print version. If you're job or apartment hunting, the expansive, searchable New York Times classifieds are still one of your best bets. Check out the forums in which you can discuss burning issues with fellow readers and the newspaper's staff. And yes, puzzle fans can play an interactive version of the famous crossword.

NewsPage
www.newspage.com

If you're looking for news on anything business-related, making NewsPage your first stop might be a good idea. Featuring 2,500 topics from over 630 news sources, this page is searchable by category or topic. You can personalize the page via a NewsPage Direct option designed to bring you exactly what you like to read and leave out all the extraneous stuff. Stock quotes and a general-interest area provide balance.

NPR on the Web
www.npr.org

NPR keeps the tradition of great radio alive while moving it to a new medium. The site's focus is on content, not presentation. Using the RealAudio plug-in, you'll be able to listen to hourly news updates, feature stories, and a varied assortment of regular programming. Informational content unique to the site includes an area where transcript information is available, as well as a list of local and international member stations.

PoliticsNow
www.politicsnow.com

This comprehensive political news and analysis site combines the efforts of ABC News, The Los Angeles Times, National Journal, Newsweek, and The Washington Post. Updated daily, it tells you far more than you could ever absorb about the political scene, and from every imaginable angle. A must-visit for anyone who wants to stay informed on current political events.

PopSci.com
www.popsci.com

The latest in science and technology merge on PopSci.com. This online version of Popular Science magazine is updated daily and features news in five different categories: Automotive, Computer, Electronics, Home Technology, and Science and Research. You can browse a How It Works section to see diagrams and read details that demystify the mysterious and broaden your general knowledge. A forum section provides the final link in the learning chain--a place to rehash it with a virtual community.

Suck
www.suck.com

For a fresh helping of unbridled truth and Web sarcasm, Suck's contributors deliver every weekday. What's more, they're usually right on target. Each day, Suck offers a lead essay (complete with clever and obscure hyperlinks and creative graphics) that will have you howling and its subject seething. No person, company, or thing is safe from Suck's flip

critiques and scathing indictments--not even Suck itself. Suck now gives you more than just its signature rant; it offers five features, updated weekly, that will double your guilty pleasure.

USA Today
www.usatoday.com

Featuring colorful pages, great photographs, and lots of tidbits of information, the only thing that will remind you that you're not actually reading the print version of USA Today is the absence of newsprint on your fingertips. The familiar News, Money, Sports, and Life sections will keep you up to date on what's important, what happened on the playing field, and what's hot. Check out the new Marketplace section, currently offering financial resources and electronic trading services but soon to offer everything from clothing to classifieds.

Wall Street Journal Interactive Edition
www.wsj.com

This incredibly rich subscription-based service features the top news--organized just as the paper is for a familiar experience--updated frequently throughout the day. The site adds audio and multimedia files to bring the news to life. You can even create your own personalized interactive edition. The first two weeks are free of charge; after that, you'll pay \$49 a year or \$29 if you're already a print subscriber.

The Weather Channel
www.weather.com

Not just another weather site, the Weather Channel delivers the latest forecasts with spiffy technology to help illustrate what's going on out there and how soon it will be dropping down over your city. You'll find

great-looking maps and current satellite images along with the hows and whys of meteorology and the weather.

Reference

American Medical Association
www.ama-assn.org

Medical information--and plenty of it--from a reliable source is the AMA Web site's claim to fame. You can scan through the latest journals and papers, including the Journal of the American Medical Association (JAMA) and link to advocacy and grass-roots organizations. You can also search for specific diseases or ailments by keyword. Besides access to JAMA and several other medical journals, this site offers a very useful feature: AMA Physician Select. Need a doctor? Search the database of over 650,000 doctors in the U.S. by name or specialty.

Big Book

www.bigbook.com

Are your fingers tired of walking through the yellow pages? BigBook will give them a rest. This comprehensive collection of over 11 million U.S. businesses lets you find specific services anywhere in the country. BigBook also gives you nationwide street-level maps, third-party

reviews, and customer ratings of businesses with which you might be unfamiliar--features you definitely won't find in your dog-eared yellow pages. In addition, you can build your own personal phone book for easy access to numbers you frequently call.

Biography Online

www.biography.com

Everyone loves to read about the rich and famous. But there's more to life than just models and sports figures. The online version of the award-winning A&E cable television show explores the diversity of history's famous and infamous. You can read about your favorite humanitarian or political figure, discuss Madonna's latest PR scam with other visitors, and play games that will test your history savvy. At the same time, you can keep up-to-date with TV happenings.

City.Net

www.city.net

This service of the Excite Internet directory gives you the lowdown on the top 25 U.S. cities and the top 25 international cities. Designed mainly for travelers, it has all the listings you need and even includes very precise interactive mapping that lets you pinpoint any location in the cities this site covers. Don't leave home without it.

CitySearch

www.citysearch.com

If you reside in a metropolitan area where more than 1 million people work and play, you should familiarize yourself with CitySearch whether it's hit your town yet or not. Currently, you can get the phenomenally detailed content CitySearch offers in New York City, Pasadena, San Francisco, and the Research Triangle in North Carolina, with Austin and Salt Lake City probably up by the time you read this. Each city is covered from a local perspective, providing real content all the way down to school lunches and

volunteer programs. CitySearch editors live in every city covered on this site.

CyberAtlas

www.cyberatlas.com

If you're interested in unearthing data about the dynamics of the Internet and its users, the place to start is CyberAtlas: The Internet Research Guide. This cleanly designed site offers loads of statistics and summaries of information from a variety of market-research sources, supplemented by concise and thoughtful analyses. The site, which is designed in the shape of a real compass, can help you find an abundance of data. Demographics, new market developments, modems, and software: It's all here for the asking. There's even an FAQ section and a glossary, in case you get lost or you're new on the Net.

Electric Library

www.elibrary.com

Have you ever pulled an excruciating all-nighter? Or begged the librarian to keep the stacks open just a few minutes longer? With Electric Library, you can write and research a paper at any time of the day or night. The site contains a searchable database of more than 150 full-text newspapers, 2,000 books, 9 newswires, 800 magazines, and a ton of maps, photographs, and literature--in short, everything you need to bring home that A.

Four11

www.four11.com

If you've ever tried to contact a long-lost friend or plan a family reunion, you know how difficult it can be to track down someone who's been out of the picture for a while. Four11 makes it easy to find anyone's e-mail address or telephone number, using a simple interface and lots of search options. You can search by first or last name and drill down by city, state, or even country. And, you can add your own listing, complete with your past and present affiliations, including high school and college.

Library of Congress

www.loc.gov

The American government's oldest cultural institution is thriving on pop culture's newest medium. The Library of Congress site provides the national citizenry with search access to its massive catalog, a guide to the U.S. Copyright Office, and an expansive database of current legislative information. No matter what your distance from Washington, you can examine the inscriptions and quotations that litter the Library's walls, peruse its current exhibitions, or familiarize yourself with its myriad paintings and sculptures. Surely Jefferson would approve of such democratic access to his most famous legacy.

LookSmart

www.looksmart.com

Reader's Digest has always excelled at gleaning the best literature and combining it into a simple, straightforward read. LookSmart, a new search site designed and run by Reader's Digest, does the same thing for the Web: It provides a combination of exciting technology, great content, and a comprehensive search engine. Using LookSmart, you can browse through different categories, query five major search engines, and surf the Web, all from the same inventive interface, which you can experience in either

Java or HTML.

A Man's Life
www.manslife.com

This online magazine is an encyclopedic collection of information for men to live their lives well. The articles, written with a good dose of attitude, cover everything from health and fitness to plumbing and are continually refreshed. Especially interesting are the wisdom section and the Bureau of Information, where guys can ask questions that don't fit the established categories. A Man's Life is a great example of an online magazine that keeps its content fresh and relevant.

MapQuest
www.mapquest.com

Taking a road trip? Wondering where in the world Malta is? This comprehensive site provides maps and information about cities and countries all over the world. TripQuest lets you zoom from a map of the U.S. down to a map of your street--and yes, it will actually have your street. Or just enter your address and go straight to a zoomed-in view. The World Interactive Atlas features the same zoomable maps to help you plan trips abroad, but it also adds the ability to find businesses; all you need is a name and a city. Access the site using Java and ActiveX applications; not only will you find your way, but you'll have fun doing it.

Museum of Modern Art
www.moma.org

For anyone who can't drop by New York's Museum of Modern Art, the MoMA site gives you an experience that is as close to being there as is possible--without the drafty halls. You can study paintings, drawings, and sculpture, check out the current and future collections, and even visit the Museum Shop. If you plan to make the trip eventually, you'll find everything you need to know about visiting the museum, including hours of operation, admission prices, and a detailed transportation guide.

NASA
www.nasa.gov

Designed for anyone who ever looked into space and dreamed of flying to the moon, NASA's site is the best place to go for news about space exploration, aeronautics, and astronomy. You'll find information about all of NASA's affiliated institutions, including updates on the latest space shuttle missions, recent Hubble Space Telescope images, links to the Shuttle Web, the latest news releases, astronaut biographies, and the Astronomy Picture of the Day. The history of space travel is well documented, with a great picture gallery and a Human Space Flight link.

National Geographic
www.nationalgeographic.com

Get ready for a wild ride as you enter the National Geographic site. Lavish photos, engrossing magazine stories, and Web-only features create a nearly complete multimedia experience. Easy on the eyes and a joy to read, this site is rounded out by RealAudio, live chats, a map database, historical maps, and stuff for kids.

Scholastic Network
www.scholastic.com

This subscription-based site created by Scholastic, the largest

educational publisher in the world, is targeted at children and teachers. Following existing elementary and secondary school curricula, the site can be accessed all year and utilized much as a textbook or a filmstrip might be. Chats, interactive projects, a ton of original content, and a bevy of famous authors and people with whom the kids can interact will make learning fun while providing direction and ideas for teachers. This is just the site to initiate parents into the idea of children learning on the Web.

Scientific American

www.sciam.com

The Web incarnation of Scientific American balances information, clarity, and a killer presentation to make it easy for anyone not only to understand but to enjoy learning about science. You'll find articles, news, summaries, and looks at the past on this site. Weekly Web-only features include explorations, interviews with experts, bookmarks of other cool sites, and explorations that raise good questions and get your brain working.

Thomas: Legislative Information on the Internet

thomas.loc.gov

If you want to keep an eye on what your government is doing, this is the best place to go. Want to know what bills are close to becoming laws or whether your taxes will be going up or down? You can find all legislation of the current (105th) and previous sessions of Congress, along with the Congressional Record and Committee Reports for each of those sessions. When looking for legislation, you can use keywords to search for concepts or sponsors. You can also narrow your query to bills in the House or Senate, bills that were subjects of floor action, or bills that were signed into law. A Historical Documents area will give you the background on what's going on and why something is ruled unconstitutional.

The Why Files

whyfiles.news.wisc.edu/

If TV or print reports don't always sate your scientific curiosity, visit The Why Files and dig deeper into the science, math, and technology that increasingly influence your life. The site was created by the National Institute for Science Education at the University of Wisconsin at Madison for people who want to explore the science behind the news--something often left out in news articles.

Listen to the Web

AudioNet

www.audionet.com

Boasting the largest index and selection of RealAudio sites, stations, and events, AudioNet is the most comprehensive streaming-audio site out there.

LiveConcerts

www.liveconcerts.com

The best guide to live stream-ing-audio events on the Web, this site features live concerts, special events and chat.

TimeCast Network

www.timecast.com

You won't miss a RealAudio site or event with this helpful guide.

Look It Up

Excite

www.excite.com

A powerful search engine, personalized self-modifying information delivery, and a slew of Web site reviews from a competent editorial staff add up to a Web search tool that's more than worth your time.

HotBot

www.hotbot.com

With a claimed full-text index of about 54 million documents and an array of powerful filtering tools, HotBot is one of the most comprehensive search engines on the Web.

Yahoo!

www.yahoo.com

A master Web site directory organized into 14 broad categories, Yahoo! was the first and remains one of the best search sites on the Web today.

Learn HTML

How Do They Do That with HTML?

www.Nashville.net/~carl/htmlguide/

Like a magician revealing the secrets behind his best illusions, this page provides how-tos and links to information on some basic and some not-so-basic HTML tricks.

The HTML Reference Guide

www.sandia.gov/sci--compute/html--ref.html

Sponsored and maintained by The Sandia National Laboratories, this site provides extensive documentation and relevant links to the background, writing and using of HTML.

The Revised Intro to HTML

borg.lib.vt.edu/reports/soasis-slides/HTML-Intro.html

This step-by-step guide teaches you the ins and outs of HTML authoring, including the newest tags, proprietary extensions, and HTML+.

Shock Your Site

Macromedia

www.macromedia.com/shockwave

Go directly to the source for Shockwave info, updates, cool sites, games, and the Web's largest Shockwave gallery.

Madeleine's Mind

www.madmind.com

This full-blown weekly serial chronicles the adventures of a young woman named Madeleine, complete with animation, sound, and music powered by Director files.

Pop Rocket's Shockwave Game Arena

www.poprocket.com/welcome.html

Choose from a selection of simplistic but clever Shockwave-powered games that you play inside your browser window.

Find an Old

Friend

Bigfoot

www.bigfoot.com

An e-mail-address finder, Bigfoot offers security features and the opportunity to keep the same e-mail address for life.

Switchboard

www.switchboard.com

For volume of returns, nothing beats Switchboard, a phone and mailing-address directory.

WhoWhere?

www.whoWhere.com

WhoWhere?, the most popular white-pages service on the Web, provides an excellent index of personal Web pages, Internet yellow pages, and e-mail addresses.

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? t s19/7/2

19/7/2 (Item 2 from file: 15)

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01731629 03-82619

USE FORMAT 7 OR 9 FOR FULL TEXT

Net Gain: Expanding Markets Through Virtual Communities

Abstract:

Net Gain: Expanding Markets Through Virtual Communities by John Hagel III and Arthur G. Armstrong is reviewed.

Text:

Net Gain: Expanding Markets Through Virtual Communities

By John Hagel III and Arthur G. Armstrong

Harvard Business School Press 1997, 233 Pages Hardcover. \$24.95

Books on electronic commerce, Internet business, and relationship marketing are now a dime a dozen. But when the leader of McKinsey & Company's Interactive Multimedia Practice and a manager in its New York office teamed up to write a book on the emerging role of virtual communities in expanding markets, and the Harvard Business School Press published it, everyone in business took note. One-and-a-half years later, the book is on its way to becoming a classic on "the new economy." Net Gain, by John Hagel III and Arthur G. Armstrong, takes ideas about the importance of community that most of those close to the interactive services business at the time (early 1997) suspected were valid, and argues that these ideas can be

significant components of the future of business in the new economy.

The authors contend that the Internet is changing the balance of power between producer or marketer and customer--the customer is now in control--and the way markets are formed. As more ways develop for consumers to discuss and evaluate goods and services in online communities, which are being formed in any case, vendors will have to have a strategy for response.

Vendors who learn to capitalize on the dynamics of online communities will have huge advantages over their competitors in terms of geographic reach, market information, customer loyalty, and the economics of increasing returns. Companies have to learn to champion their customers. The authors criticize companies with Web sites that don't allow their customers to interact.

There are some surprises. Rather than eliminate the middleman, as many have felt the Net would do inevitably, Hagel and Armstrong argue that a middleman of sorts will be more important than ever, as conduit and market maker. What will be different is that the new middlemen may not be one of the usual suspects--the media or the retailers or the brokers. Rather they will be community organizers, entrepreneurs, and the established marketers themselves taking on a new role. They will envision communities that can be viable markets and provide them with many needed services as well as a venue to interact, in exchange for information and purchasing power. Organizers derive value, in part, by analyzing user-generated content and converting it into market intelligence.

A producer of widgets, let's say, could gather widget users into a virtual community where they can discuss widgets and anything else that they share in common. Members have access to information about lots of widgets of many brands, including the sponsor's own, and the organizer charges others who have something to market to the assembled group--say widget repairmen or widget magazines or manufacturers of competing widgets--for ad space, a piece of the action, or information about the group members.

The group would likely subdivide into smaller, more special-interest cells. The value of the market would increase with each new member, and interest in widgets and related phenomena would increase due to group dynamics. Additional people would want to access the community's cumulative knowledge. The cost of doing business in this new environment would be radically transformed, with far less spent on customer acquisition and new revenue opportunities being created by others wanting to reach the same markets.

For this model to work, community organizers and moderators might have to distance themselves from their sponsoring entities, to maintain their independence and credibility. And access to information about competing vendors' products would have to be provided and/or protected. One of the benefits to the vendor, after all, will be market intelligence. This is not just a new way to market, but rather a whole new approach to the conduct of

business, the authors point out.

Returns will not be immediate but will build up over a long period as the community gains in size, strength, and loyalty, the content develops a drawing power of its own, and more is learned about the members as consumers. The authors tell organizers to "focus on building a critical

mass of members before beginning to worry about commerce."

Time is of the essence for would-be community builders, Hagel and Armstrong say, since the most promising arenas might soon be spoken for. Virtual communities undermine the initial advantages of scale, but later benefit from it. If action is taken soon, money and initial economic power are not as important for market entry since the barriers to entry for developing a significant presence on the Net are still quite low. The costs for market entry will increase sharply with time and when the fledgling market/communities begin to grow.

But what is a virtual community? America Online, the first thought that comes to mind and certainly a company that has understood the dynamics of online communities and has benefited greatly from their market-making power, is apparently not what the authors mean. It is too broadly based and unfocused for their definition. Some of the specialized communities within AOL come closer—members of The Motley Fool investment community, for example.

The kinds of virtual communities Hagel and Armstrong advocate companies to form are a far cry from the spontaneous ones discussed in Howard Rheingold's 1993 book *The Virtual Community*. For one thing, they are unabashedly commercial. The other four defining characteristics are a distinctive focus as to membership, the integration of content and communication, an emphasis on member-generated content, and a choice of competing vendor offers. The book takes for granted that a good deal of business will be transacted online in the future, and certainly that most information about goods and services will be available there.

Communities will grow, the authors say, if there is seeding (encouraging innovation within), feeding (providing resources so that communities can pursue their own desired directions), and weeding (pruning dead wood and removing obstacles). Communities will evolve through stages, from virtual villages, to constellations of communities affiliated with one another, to aggregations of complementary core communities, and finally to "integrated infomediaries" working on behalf of their members who control their own member profiles.

Net Gain's kind of virtual communities are not merely channels for crass commercialism but serve a social purpose that is quite risky. Communities where members can have no-holds-barred discussions of products and services could be very threatening to marketers. They would serve not only as a marketing feedback and new idea conduit but also as a

check on quality and social responsibility. The system thus rewards companies that provide their customers with excellent value. So the idea has redeeming social value.

The economic linkages in this book surely make sense. If one can build a large interconnected community of interest to which members are loyal contributors, the group will become a valuable market in and of itself, group affiliation may lead to purchasing by members of the group, and marketers can gain valuable inside information about market behavior that can be turned into products and services.

Amazon.com is a brilliant application of this theory, with its user book reviews, personalized recommendations, e-mail notification, and encouragement of outside communities to "open their own" Amazon bookstore. The latter program allows Amazon as well as the bookseller and the special-interest networks to share in the expanded sales potential for each item they help Amazon sell--books music and tapes and eventually much more.

"Success in the virtual community business," according to Hagel and Armstrong, "hinges not on technology-driven differentiation but on strategies designed to accelerate member acquisition and to create deep understanding of the needs of those members."

The idea makes sense in theory and in some practice. However, one must ask if the assumptions about market behavior hold up consistently in light of real world situations. The utility of the book may have a lot to do with the type of business the reader wants to create or transform. How many businesses are built even remotely around products or services or life issues of such compelling interest that their markets would spend their scarce time in regular, passionate dialog about them? Perhaps travel (the case study outlined in great detail in the book), cars, sports, food, pets, books, family, politics, religion, hobbies, or other things lots of people are passionate about and love to share with others. But not toothpaste or dental hygiene. Even if a workable niche for the organization of such a virtual community could be identified, would it work in practice? Certainly not if it were based solely on the concepts in this book.

Scant mention is made of the crucial role "personalities" or leaders with charisma have played in existing virtual communities. Little is said about the critical role of skilled and trusted moderators in maintaining an online community. The book also minimizes the challenge of dealing with people's paranoia about sharing personal information. Besides, contrived communities have a false ring about them. The chemistry would have to be just right for it to work from the outset and be sustainable long term.

Net Gain is a scholarly book that is valuable for its vision of how a Net-based future economic model might work, creating new kinds of value in the power of word-of-mouth communication and de-emphasizing the value of "hard" assets our economy now values. For many in key positions in established American businesses that either had much to gain or much to lose from the Internet revolution, this book was probably a catalyst that

spurred increased investment in the Net. The book is also a potent argument for not pulling the plug too soon on flourishing

communities that
are not yet turning a profit for their sponsors.

The book is heavy on theory, spelled out in great detail, and light on examples, in part because the authors state that models of the kinds of ideal virtual communities they envision do not yet exist. This makes the content of the book quite speculative.

The book's points are made very clearly through well-organized chapters, highlighted break-out quotes, and easy-to-understand charts and illustrations. While Net Gain is not a how-to book, it ends with a "Management Agenda" that is, in essence, a to-do list for virtual community organizers—from initial scouting for a niche, through competitive analysis, operations design, and entry strategy. Net Gain is more easily advocated than implemented successfully. The seductive attractiveness and challenge of the authors' vision, juxtaposed with the mixed bag of experience thus far, are all the more reason this book should be read carefully and discussed in great detail.

THIS IS THE FULL-TEXT.

Copyright Information Today Inc 1998

Conhaim, Wallys W

Link-Up v15n6 pp: 11-12 Nov/Dec 1998 ISSN: 0739-988X Journal Code: LUP

Document Type: Journal article Language: English Length: 2 Pages Word Count: 1749

? S S7 AND S3 AND (myamazon)

59166047 S7

363724 S3

0 MYAMAZON

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? rd

>>>W: Duplicate detection is not supported for File 348.

Duplicate detection is not supported for File 349.

Duplicate detection is not supported for File 347.

Records from unsupported files will be retained in the RD set.

S22 18 RD (UNIQUE ITEMS)

? t s22/free/all

>>>W: "FREE" is not a valid format name in file(s): 347-349

22/8/1 (Item 1 from file: 15)

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01711383 03-62373

USE FORMAT 7 OR 9 FOR FULL TEXT

Dog days of summer

Word Count: 680 Length: 1 Pages

Oct 1998

Geographic Names: US

Descriptors: Advertising campaigns; Computer industry

Classification Codes: 9190 (CN=United States); 7000 (CN=Marketing); 8651 (CN=Computer industry)

22/8/2 (Item 2 from file: 15)

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00971434 96-20827

USE FORMAT 7 OR 9 FOR FULL TEXT

In the mail

Word Count: 2105 Length: 4 Pages

Jan 1995

Geographic Names: US

Descriptors: Mail order houses; Catalogs; Trends; Direct mail advertising

Classification Codes: 8303 (CN=Wholesale industry); 7200 (CN=Advertising); 9190 (CN=United States)

22/8/3 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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10082809 Supplier Number: 20426921 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Two Tools That Deliver Peace of Mind.(Centered Systems' Second Copy 97, Kookaburra Software's Cookie Pal) (Product Information)

April , 1998

Word Count: 756 Line Count: 00058

Special Features: other; illustration

Company Names: Kookaburra Software--Products; Centered Systems--Products

Industry Codes/Names: BUS Business, General; CMPT Computers and Office Automation

Descriptors: Computer networks--Equipment and supplies; Backup software--Design and construction; Computer software industry--Products

Product/Industry Names: 7372560 (Systems Management Software); 7372613 (Network Security Software)

Product/Industry Names: 7372 Prepackaged software

Trade Names: Cookie Pal (Network security software)--Design and construction; Second Copy 4.0 (Backup software)--Design and construction; Second Copy 97 (Backup software)--Design and construction

File Segment: CD File 275

22/8/4 (Item 2 from file: 148)

Gale Group Trade & Industry DB

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07884405 Supplier Number: 16898621 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Ecotour, hold the eco: polluting rivers and bagging wildlife may be on the agenda. (many ecotours not environmentally focused; includes advice for selecting an ecotour and a list of recommended ecotour operators)

May 29 , 1995

Word Count: 1683 Line Count: 00148

Special Features: illustration; photograph

Industry Codes/Names: BUS Business, General

Descriptors: Tourist industry--Environmental aspects; Tour operators--Evaluation

Product/Industry Names: 7010000 (Lodging & Tourist Services)

Product/Industry Names: 7000 HOTELS AND OTHER LODGING PLACES

File Segment: MI File 47

22/8/5 (Item 3 from file: 148)

Gale Group Trade & Industry DB
(c)2008 The Gale Group. All rights reserved.
07666471 Supplier Number: 16498033 (USE FORMAT 7 OR 9 FOR FULL TEXT)
In the mail. (the best and worst catalogs during the holidays)

Jan , 1995
Word Count: 2296 Line Count: 00174

Special Features: illustration; photograph; chart
Industry Codes/Names: ADV Advertising, Marketing and Public Relations
Descriptors: Mail-order industry--Marketing; Christmas business--Marketing
Product/Industry Names: 5961000 (Mail Order Houses)
Product/Industry Names: 5961 Catalog and mail-order houses
File Segment: MC File 75

22/8/6 (Item 4 from file: 148)
Gale Group Trade & Industry DB
(c)2008 The Gale Group. All rights reserved.
02032100 Supplier Number: 03290692 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Exploring the Amazon. (film location scout for Jacques Cousteau)

June , 1984
Word Count: 3055 Line Count: 00218

Special Features: illustration; photograph
Industry Codes/Names: BUS Business, General
Descriptors: Documentary films--Planning; Rain forests--Personal narratives; Brazil-- Personal narratives; Amazon River Region--Personal narratives
Geographic Codes: SABL
Geographic Names: Brazil
Named Persons: Cousteau, Jacques-Yves--Staff
File Segment: MI File 47

22/8/7 (Item 1 from file: 471)

03831769 187950981011
Sybaritic Soothing At Two Spas
Sunday October 11 1998
Word Count: 2988

22/8/8 (Item 2 from file: 471)

02050963 157507900624
Q and A

Sunday June 24 1990
Word Count: 1099

22/8/9 (Item 1 from file: 631)
Boston Globe
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07785044

ONE WOMEN'S WAR AGAINST FAT WITH PRIDE AND PLUCK, JUDI MCBOURNIE BATTLES
HUMILIATION, ONE POUND AT A TIME

TUESDAY, October 11, 1994
Word Count: 3,073

Descriptors: NAME-MCBOURNIE; INTERVIEW-MCBOURNIE

22/8/10 (Item 1 from file: 638)
Newsday/New York Newsday
(c) 2008 Newsday Inc. All rights reserved.
08624112

Diane Sticks to 6

Friday May 3, 1996
Word Count: 773

Descriptors: COLUMN; CELEBRITY; GOSSIP

22/8/11 (Item 1 from file: 713)
Atlanta J/Const.
(c) 2008 Atlanta Newspapers. All rights reserved.
08356161

Theme trees Culture, collectibles showcased in ornaments of creative yule decorators

Friday, December 22, 1995
Word Count: 585

22/8/12 (Item 1 from file: 710)
Times/Sun.Times(London)
(c) 2008 Times Newspapers. All rights reserved.
13115304

A VET WRITES;PETS

Saturday, April 25, 1998

Word Count: 280

22/8/13 (Item 2 from file: 710)

Times/Sun.Times(London)

(c) 2008 Times Newspapers. All rights reserved.

09304310

You might as well get drunk if you're not in Brazil; Travel; Brazil

Saturday, August 17, 1996

Word Count: 1,952

22/8/14 (Item 1 from file: 47)

Gale Group Magazine DB(TM)

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05258118 Supplier Number: 21225096 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Out man at large in the Amazon.com. (a man buys one share of Amazon.com Inc. stock)(Smart Investing)(Brief Article)

Nov , 1998

Word Count: 641 Line Count: 00049

Special Features: illustration; photograph

Company Names: Amazon.com Inc.--Prices and rates

Descriptors: Online services--Prices and rates; Stocks--Evaluation

File Segment: MI File 47

22/8/15 (Item 2 from file: 47)

Gale Group Magazine DB(TM)

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04432792 Supplier Number: 17922923 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Life above the branches: follow your nose to the rain-forest canopy and get a bird's-eye view of earth's most diverse ecosystem.(Cover Story)

Jan 12 , 1996

Word Count: 980 Line Count: 00081

Special Features: illustration; photograph

Descriptors: Rain forests--Plants and animals; Rain forest ecology--Protection; Endangered species--Varieties;

Biologists--Personal narratives

Named Persons: Nadkarmi, Nalini--Practice
File Segment: MI File 47

22/8/16 (Item 3 from file: 47)
Gale Group Magazine DB(TM)
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04154262 Supplier Number: 16423094 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Sister act. (interview with Camille Paglia) (Interview)

Nov , 1994
Word Count: 1606 Line Count: 00114

Special Features: illustration; photograph
Descriptors: Social scientists--Interviews
Named Persons: Paglia, Camille--Interviews
File Segment: MI File 47

22/8/17 (Item 4 from file: 47)
Gale Group Magazine DB(TM)
(c) 2008 The Gale group. All rights reserved.
03709663 Supplier Number: 12121071 (USE FORMAT 7 OR 9 FOR FULL TEXT)
John Leguizamo. (actor) (Interview)

May , 1992
Word Count: 2926 Line Count: 00209

Special Features: illustration; photograph
Descriptors: Actors--Interviews
Named Persons: Leguizamo, John--Interviews
File Segment: MI File 47

22/8/18 (Item 5 from file: 47)
Gale Group Magazine DB(TM)
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03298162 Supplier Number: 07629633 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Porn minds its manners. (Burning Desires Sex in America, Part 4)

July , 1989
Word Count: 5024 Line Count: 00362

Special Features: illustration; photograph
Descriptors: Sexual ethics--History; Pornography--Criticism, interpretation, etc.; Safe sex in AIDS prevention--
Popular culture
Named Persons: Mitchell, Jim--Production and direction; Mitchell, Artie--Production and direction

File Segment: MI File 47

? t s22/k/3

22/K/3 (Item 1 from file: 148)

Gale Group Trade & Industry DB

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Estimated Cost Summary

Project		Client		Charge Code		Searcher		Job		Service Code	User Number
						Rob Pond				51	264751
Date		Time		SessionID		Subsession		Subaccount			
04/21/2008		12:49:23		136		3					
Data Base	Dial Units	Access Charge	Print Credit	Types	Prints	Report	Rank	Links	CSS	Total	
15	3.2530	18.15	0.00	9.82	0.00	0.00	0.00	0.00	0.00	27.97	
9	2.0060	11.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.19	
610	1.9570	2.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.04	
810	1.3920	1.45	0.00	2.98	0.00	0.00	0.00	0.00	0.00	4.43	
275	1.9720	11.00	0.00	9.04	0.00	0.00	0.00	0.00	0.00	20.04	
624	1.3870	8.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.09	
621	4.0590	22.65	0.00	4.64	0.00	0.00	0.00	0.00	0.00	27.29	
636	4.0890	22.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.82	
613	2.7980	2.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.91	
813	2.3730	2.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.47	
16	10.4200	58.14	0.00	1.40	0.00	0.00	0.00	0.00	0.00	59.54	
160	2.8900	16.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.13	
634	1.3570	1.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.41	
148	14.7270	82.18	0.00	1.96	0.00	0.00	0.00	0.00	0.00	84.14	
20	18.9830	23.73	0.00	7.20	0.00	0.00	0.00	0.00	0.00	30.93	
35	0.2950	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.24	

583	2.7360	9.52	0.00	0.11	0.00	0.00	0.00	0.00	0.00	9.63
65	0.1920	0.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.82
2	1.0540	11.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.28
474	3.3080	12.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.04
475	0.7640	2.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.78
99	0.7320	3.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.58
256	0.0960	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51
348	7.0690	39.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	39.44
349	4.5460	22.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22.28
347	6.3620	71.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	71.83

635	2.3670	13.21	0.00	0.56	0.00	0.00	0.00	0.00	0.00	13.77
570	1.5390	8.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.71
387	0.4520	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47
471	2.9300	3.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.05
492	1.2610	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.31
494	1.4300	1.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.49
631	1.3720	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43
633	1.1610	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.21
638	1.3080	1.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.36
640	0.8990	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93
641	1.0440	1.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.09
702	1.8630	1.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.94
703	0.7260	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75
704	1.7820	1.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.85
713	1.3850	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44
714	0.9820	1.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02
715	0.3590	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
725	0.2220	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
735	0.8470	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88
477	0.3500	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36
710	1.5450	1.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.61
711	0.9560	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99
756	0.3690	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
757	0.6400	0.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.67
47	4.6630	26.02	0.00	4.45	0.00	0.00	0.00	0.00	0.00	30.47
Sub Totals	133.2690	\$532.45	\$0.00	\$42.16	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$574.61
Session Totals	133.7220	\$532.96		Telecom	\$39.44					\$614.56

Holding session beginning: 4/21/08 1:49:35 PM

Just enter a command to reestablish your session

? d s

Set	Items	Description
S1	68461165	S PD<19991119
S2	1827	S PLANETALL OR PLANETALL.COM OR PLANETALL(W)COM
S3	363724	S AMAZON OR AMAZON.COM OR AMAZON(W)COM
S4	0	S PLANETALL? ?COM
S5	0	S AMAZON? ?COM
S6	1076	S S1 AND S2 AND S3
S7	59166047	S PD<19981119
S8	296	S S7 AND S2 AND S3
S9	39	S S8 AND (SHAR??? (5N) (BOOK OR BOOKS OR PURCHAS??? OR BUY??? OR SHOP???? OR PRIVATE OR PERSONAL OR REVIEW??? OR RECOMMEND??? OR RECOMMENDATION OR RECOMMENDATIONS))
S10	25	RD (unique items)
S11	27	S S8 AND ((SHAR??? (10N) (INFORMATION OR DATA OR PRIVATE OR PERSONAL OR REVIEW??? OR RECOMMEND??? OR RECOMMENDATION OR RECOMMENDATIONS))
S12	17	RD (unique items)
S13	144	S S7 AND S3 AND ((USER OR CUSTOMER OR CONSUMER OR SHOPPER OR BUYER) (5N) (BOOK OR BOOKS OR MUSIC) (5N) (REVIEW OR REVIEWS OR RECOMMENDATION OR RECOMMENDATIONS))
S14	12	S S13 AND (FRIEND OR FRIENDS OR FAMILY OR RELATIVE OR RELATIVES)
S15	8	RD (unique items)
S16	306	S S7 AND S3 AND ((USER OR CUSTOMER OR CONSUMER OR SHOPPER OR BUYER OR MEMBER) (5N) (REVIEW OR REVIEWS OR RECOMMENDATION OR RECOMMENDATIONS))
S17	100	S S16 AND SHAR???
S18	34	S S17 AND (FRIEND OR FRIENDS OR FAMILY OR RELATIVE OR RELATIVES OR COMMUNITY OR COMMUNITIES OR CIRCLE)
S19	23	RD (unique items)
S20	0	S S7 AND S3 AND (MYAMAZON)
S21	21	S S7 AND S3 AND (MY(W)AMAZON)
S22	18	RD (unique items)

? s s3 and ((viral(w)marketing) or word-of-mouth or word(w)mouth)

>>>W: I/O error in file 610

>>>E: There is no result

